

PRINTERS' INK

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Getting the Employees of Large Corporations to Work in Harmony

An Asset That Even Some Successful Concerns Have Never Secured

By George F. Whitsett

Of the International Harvester Co. of America

HAVING observed that some large corporations are as smooth-running as a power-house and that others are arenas full of individuals battling with each other for records and honors, I set out to do a bit of probing into individualism vs. solidarity. I thought of a sales-manager in a corporation noted the world over for the latter quality—a man who has grown up in the business and represented it in many fields and capacities. It wasn't very hopefully that I approached him, for a successful business man isn't always up on the philosophy of corporations.

In response to a question as to whether he had ever noticed the wonderful spirit of co-operation and friendliness among the men of his organization, he replied, "Have I ever noticed it? Rather!"

Then I asked him how he accounted for it and he waded into the subject with fervor:

"Any company can have unity of spirit among its men if it has unity in what it stands for. A company can't stand for one thing to-day and another thing to-morrow and expect to have any kind of cohesion in its organization. Its men will be taking 'two steps forward and one step backward' like Andreyev's Sabines, and the result will be one grand zigzag and criss-cross. It will look like a practice scrimmage between a couple of pick-up elevens.

"The founders of this business more than half a century ago had certain well-established principles upon which their business had to be conducted or not at all. And the present heads of the corporation, luckily for us, still adhere to the same rules of the game. When we have all been trying to run in a given direction for so long, it isn't strange that by this time we all run pretty well together.

"Not long ago there was a meeting of our executives and sales heads. The treasurer of the company presented some charts he had prepared which showed that we were in a fairly serious position, due to the rapid and unexpected rise in materials' prices. He showed, to our alarm, that the prices of all our raw materials were sailing over the moon, and when he had finished things looked pretty blue. Everybody looked as if he were being present at the inquest of a friend.

INTANGIBLE, BUT IT COUNTS

"Then the president got up and said there was more to our company than selling goods for profit. He said there was a great deal in *how* the business was done and that on that score he was immensely pleased. 'There's something,' he said, 'besides money in this business.'

"You should have seen the faces brighten up. Speeches followed from the branch house managers

that rang with courage. They were going out to get more business to make up for the losses. That's the kind of thing we have always been getting from the heads of our business. It gives us some things that we know no calamity can take away from us. It gives us something firm and solid to stand on.

"That brings you to the very core of human nature. This isn't supposed to be much of an age for sickly sentiment, and it isn't, but you will find that every man starting out in life likes to think that business can be done fairly and honestly, and at the same time successfully; that merit and hard work will promote a man without politics; and that other men will help and encourage him instead of cutting his throat. When you help a man make those dreams come true, you have anchored him pretty firmly to your organization. You have tied him up to you by cables stronger than gold ones. You have given him both employers and principles that he naturally likes to be loyal to.

"Our men hardly ever quit. I have known many of them to turn down offers which would double their salaries if they would go somewhere else and do similar work. They feel a security of principle here which they hate to leave. It is like going away from home and mother for a man to leave our organization. Some of them do it, but when they do, the offer is usually so good that we advise them to go.

"And our men don't have any cinch so far as their jobs are concerned. They probably do as much work as anybody, but they don't show it so much. Everything is smoothly running and efficient because it hasn't any sand and discord in it. I notice our men working overtime and taking work home with them without being asked to, which is probably because they like it. It is easy for men to work when their relations are always fair and warmer.

"Our men believe merit will win because when the company wants a man for a new job, it takes

him right from the organization. That's one of the old policies. It makes the men feel that there is something ahead for them. It gives them ginger and drive. Every man is looking for a future and if he can't see one, you can't very well expect him to be satisfied in his mind.

MAKES FOR SOLIDARITY

"Tell the readers of *PRINTERS' INK* who are heads and directors and managers of corporations that if they want one spirit in their organization, they had better get one set of policies and stick to them through thick and thin. Tell them to keep their men long enough that they will have a chance to catch the spirit and the ideals back of the organization. Tell them to use all means at their disposal for circulating the company's aims and policies through its veins.

"Many times it has taken an advertising department to discover the spirit of an organization and define it. Your own employees are the most valuable readers of your advertisements. The public reads your ads, but not with the perception of your own men. The public learns about your product. Your employees learn about your standards and ideals and policies. The house magazine has produced house harmony for many a company. In my particular line advertising has not only sold 70 per cent of our product, but it has interpreted to the organization the standards of manufacture and the policies of distribution."

"Do you think solidarity pays?" I asked the sales-manager.

"That's hard to say from the standpoint of dividends," he answered. "I know concerns where every man and every department is against every other, where they lash and drive, and hire and fire, and everything is war and madness. Still, they make great profits. 'But money isn't everything in this business.'"

Frank J. Mooney, formerly with the Detroit office of the Taylor-Critchfield-Clague Company, has joined Theodore F. McManus, Inc., also of Detroit.

Getting Next to the Family

This is a little talk about house-to-house salesmen and their relation to the families to whom you would like to sell your goods.

You would be slow to send out a salesman on a house-to-house business trip; wouldn't you? But, *suppose he were a friend of the family*--that would make some difference of course.

You know that an advertisement in a magazine is a business card put in the hands of a house-to-house salesman, don't you?

Now heed this--The CHRISTIAN HERALD is not a weekly visitor; *it is a member of the family*--a member of 300,000 families. Then, since you are bound in the very nature of things, to send out your business cards by house-to-house salesmen, why not, first of all, by one who is a member of the family?

We think this logic is irresistible. The CHRISTIAN HERALD is a welcome, loved, trusted member of the family in 300,000 homes--good homes. Only yesterday from one of these homes came the genial request that we apply to a worthy cause of charity, *mentioned in the Christian Herald*, the check which was enclosed for \$1000.

Think this over. All of it.

THE CHRISTIAN HERALD

Member Audit Bureau of Circulations

BIBLE HOUSE, NEW YORK

How Simmons Is Making the Most of War Opportunities

\$320,000 Campaign to Intrench Itself Behind Dealer Good Will

ASKED to sum up in a sentence the reason for his marked progress as a business executive, a prominent Chicago manufacturer once replied: "A successful business man is like a successful billiard-player—he has to think two shots ahead." How little this business fundamental is appreciated is apparent when you compare side by side the list of American manufacturers and American advertisers.

At no time since the Civil War has such an opportunity for permanent business-building presented itself to American manufacturers as is now knocking at their front door, yet you can almost count on the fingers of two hands those who realize that this is so and have acted accordingly. The Simmons Company, of Kenosha, Wis., whose efforts in this direc-

tion have come close to the spectacular, is perhaps one of several big outstanding examples. The same might be said of various makers of composition rubber soles. But the big majority of non-advertising manufacturers seem indifferent to the fact that the opportunity of a business life is lustily crying to be taken up and nourished.

It is in view of this general futile—squandering which seems to be rampant among American manufacturers—that the courage of the Simmons Company in setting aside over \$300,000 from its wartime profits for a "preparedness campaign" is of such timely interest.

When the management appropriated the initial \$120,000 the war condition was only one of several reasons for doing so, it is true.

But the following year, with the factory oversold, with more business in sight than it could conveniently take care of for some time to come, the management almost doubled this initial appropriation of \$120,000. This year it will invest upwards of \$200,000 in advertising. Let us stop a moment and look into the reasons for thus practically doubling this appropriation. Possibly there are some points common to the Simmons problem and yours.

Furniture manufacturers as a class have for years based their success on their ability to create and produce styles to meet popular demand. Under such a system of merchandising it nat-



Simmons Steel Beds
Offer That Rare Combination—Art and Utility

Simmons Company manufactured the best quality furniture that money can buy, and the beds of the Simmons Steel Bed Company are the best in quality and value for the money spent.

The great charm of Simmons Steel Beds is their distinctive design, which is the result of the combined efforts of the best furniture designers in the country. These designs are in complete harmony with each style of furniture, and the Simmons Steel Bed is a true masterpiece of art.

Simmons Steel Beds are available in oak, mahogany, beechwood, and maple, and are made in a wide variety of styles, including the latest in modern furniture design.

See Your Dealer's Exhibit of
SIMMONS STEEL BEDS

The Simmons Company is the largest manufacturer of beds in the world, and is the only company that can offer you the best in quality and value for the money spent.

If you dealer hasn't the new catalog, send us your name and address, and we will send you a copy.

Simmons Steel Beds are the best beds in the world, and are made and tested by Simmons Company.

Simmons Steel Beds—The Art and Utility of Furniture.

SIMMONS COMPANY
The Simmons Company—Kenosha, Wis.
Manufacturers of Beds, Furniture, and Household Goods.

DEALERS ARE PLEASED WITH THE NATIONAL COPY

Real Circulation

YOU
KNOW
THIS

A magazine is better than a circular because its readers *want* it and *buy* it, and because it is cheaper.

AND THIS
ALSO

The best magazine from an advertising standpoint is the one which is *most* desired by its readers and whose rate per thousand circulation is lowest.

YOU
SHOULD
KNOW

Over 50% of the circulation of the American Woman is RENEWED each year and over 85% of the balance is secured by its own readers. Rate per page per thousand is \$2.05 for a page of 756 lines.

THE AMERICAN WOMAN

CIRCULATION
500,000 Net
GUARANTEED

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

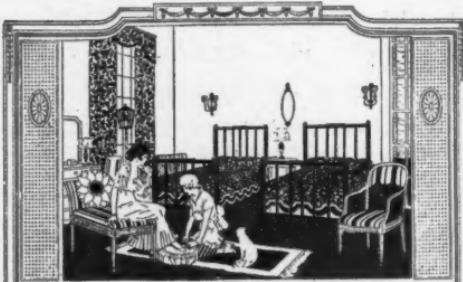
urally behooves the manufacturer of a popular design to prevent it from becoming commonplace. But as soon as a manufacturer puts out a popular design he is immediately beset with imitators striving to capitalize his initiative. If his line is distributed by exclusive dealers, these imitators supply competing dealers with pirate designs at lower prices. Soon the market created by his originality disappears from under his feet. Then the process is repeated, giving the cycle of styles common to every business dependent on novelty for success.

could put out the most massive-appearing brass bed. The manufacturer who jumped to the use of two-and-a-half-inch tubing was outdistanced by those who leaped to the use of three-inch tubing. As a result, the popularity of brass beds suffered."

Without stretching the imagination, one can easily surmise from this buyer's story the effect of this rivalry on the trade. The average dealer, without any standard of values, cut prices to attract trade and then cut again to beat competition. Working on a price basis, the trade clamored for cheaper beds. As a consequence, manufacturers with no reputations to sustain ignored quality and put together anything in the shape of a brass bed to suit the price market.

Then the war broke out and sent up the metal market. Just as a giant sponge would wipe a slate, the increased cost of metals wiped the industry clean of basement manufacturers. The smaller manufacturers, who were strong enough turned their factories over to other lines. The large manufacturers who remained saw less competition, but a demoralized demand that discouraged any great production of brass beds.

About this time the Simmons Company obtained patents enabling it to make iron or steel beds along lines beyond the mechanical limitations that previous manufacturing facilities permitted. The company had passed through the brass-bed turmoil and saw popular demand wavering before taking a definite turn to other kinds of beds. If it had followed the example of other manufacturers of patent protected products it probably would have sought the advantages of dealer-co-operation.



These Adam Beds will Charmingly Complete a Dainty Bed Room

Grace and elegance are the dominant characteristics of the Adam style. Simmons Company has been, and still is, the main beds have been purchased.

Grace and elegance symmetry offered in any material, yet these Simmons Adam Period beds are particularly durable, beds of steady beds are not light, but are firmly and substantially constructed throughout.

SINCE DURING THIS MONTH OF HIGH-CLASS FURNITURE, AVERAGE FROM 10% TO 25% OUR REGULAR STOCKS ARE REDUCED. IN ADDITION MANY NEW PIECES HAVE BEEN ADDED FOR THIS EVENT. MANY OF THESE NEW PIECES IT WILL BE IMPOSSIBLE TO DUPLICATE AFTER THEY ARE SOLD AT THE PRICES MARKED.

(Dealer's Name and Address)



ATTRACTIVE LAYOUTS FOR DEALERS' ADVERTISING

"Six years ago," explained a buyer for a large Chicago department store, by way of illustration, "brass beds were riding the crest of popularity. At first, beds with one-and-a-half-inch tubing were in vogue. Hundreds of mushroom manufacturers jumped into the manufacture of brass beds in order to share the demand. To steer clear of this competition, the pace-makers brought out the two-inch-post bed. And immediately hundreds began striving to see who

Dominant Idea Advertising Intensifies Effort Minimizes Selling Cost

Joseph Finn



NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE STREET, CHICAGO

“How much shall we spend for advertising?”

*Fourth of the series
on this question*

By J. WALTER THOMPSON COMPANY

“WHAT should be the percentage for *our* business?”

“We agree with you,” wrote a progressive advertiser after reading the first of these articles, “that consumer advertising performs as definite a part as does manufacturing, selling and distributing, and that there should be a definite advertising percentage in the business budget. But how shall we arrive at the correct percentage for *our* business?”

What does advertising really do for that business?

What can it do?

With the work it can do definitely settled, a comparison of the amount appropriated for every other item in the business budget, such as personal selling, dealer discounts, factory costs, etc., should be made.

The possibilities of growth for that business should then be considered, and the amount determined which can be afforded for the development of new business as well as for the maintenance of old.

These are the principles to be followed. An attempt to apply them without a knowledge of all the facts about that business would be like an attempt to prescribe a diet for a man about whose physical condition nothing was known.

Are you introducing a new article or expanding the sale of an old one?

Is the market for your product of known or unknown limitations?



Introducing the great American purchasing agent. Everything she buys for her home is advertised, and everything she wears herself is advertised, from her Kayser Silk Underwear to her Kayser Silk Gloves, and from her Knoz Hat to her Red Cross Shoes. When advertising plays such a part in "selling", her should not its cost be provided for on a more definite and intelligent basis?

Has your article an individuality that will make a new market for itself, or must you compete against strongly entrenched competitors with an article essentially the same?

What are the limitations of your factory capacity and financial resources?

These are the kinds of facts which must be weighed, and on which the widest possible experience must be brought to bear, if the right plan is to be determined. That it can be determined J. Walter Thompson Company has been able to demonstrate in many kinds of cases. Once it was done you would probably feel as a client felt when he said to us recently: "At last my advertising is on a businesslike basis."

We should be glad to go into the matter with you at any of our offices—New York, Boston, Chicago, Detroit or Cincinnati.

by establishing exclusive dealers. But the company had its eye firmly fixed on volume. It reasoned that beds are staple products, therefore it would be better business to make use of the already established machine and sell the new patented beds to any dealer with the money to buy them, just as any other household necessity should be sold.

But came the question of how to sell beds generally and yet protect prices. In comparison with dealers in other lines, the furniture dealer was fighting his own battles as best he knew how. In other lines dealers had the support of manufacturers and their branded quality sellers around which to build trade. The grocer, for example, had Pillsbury Flour, Domino Sugar and dozens of others. The hardware merchant had Keen Kutter tools. The haberdasher had Holeproof Hosiery, Arrow Collars, and so on, *ad infinitum*. The manufacturers of these products had created a market and were sending trade to the dealer's store. But the furniture dealer had been neglected. Beds which comprise about 10 per cent of the stock turnover were his staples—but they were unadvertised. He had to get his own business, and the only way he knew how was to cut prices. The company then realized that if other industries had lessened price competition through standardization, there was no reason why it could not do the same for furniture dealers.

"We began advertising," explained George H. Milne, vice-president of the company to a PRINTERS' INK representative, "strictly as a matter of business insurance. To be successful nowadays a manufacturer must get acquainted with the consumer, for the latter has come to question the unadvertised products about which he knows nothing.

"Behind the whole campaign, however, is the principle that on the development of the dealer as a merchant depends the success of the manufacturer. We believe that by working in co-operation with the dealer and assisting him

to sell more goods we would merit his confidence and ourselves sell more goods. It is not philanthropy—it is good business."

Under normal circumstances this decision would in itself be a big move, but under war conditions, with raw materials doing aviation maneuvers, it was a courageous merchandising policy that could be thoughtfully considered by manufacturers in all lines who are deliberately passing up their opportunities.

WHY THE TIME TO ADVERTISE IS NOW

"By advertising at this time," said another buyer of one of Chicago's largest department stores, "manufacturers can take advantage of conditions which perhaps will never be duplicated. There is less competition as a rule than ever before, and the Simmons Company is shrewdly taking advantage of it. Buying conditions were never better. People are making more money than ever before. Therefore, they read advertising closely. They have money in the bank to spend for advertised goods—and retail prosperity shows they are spending it. The manufacturer who has the courage to advertise now has a better opportunity for future success than a manufacturer ten times as large but who lacks the courage."

The opportunity pointed out by this buyer was foreseen by the Simmons Company, which gave its early copy a decided consumer-appeal. The growing impression that metal beds were only suitable for servants' quarters was disposed of by a clever handling of the illustration, and the sanitary features of metal bedding were brought well to the front in the copy.

After a year of careful preliminary work the campaign, which ran in page space, opened early last year. Its effect on the trade was immediate, which was not surprising, in view of the fact that it was staged for this very purpose.

To capitalize on the good will of the dealer with the least re-

(Continued on page 17)



*Changing from
high-priced papers
to*

Buckeye Covers

*is a good way to cut
the cost of printed
matter, because it
rarely cuts the
quality.*

Catalogues,
Booklets, An-
nouncements,
Folders, Broad-
sides, Envelope
Stuffers, Mailing
Envelopes—they
cost less, look
better and pay
better, as a rule,
when *Buckeye
Covers* are used.

The nearest
Buckeye Cover
dealer will show
you "proofs" if
you ask him.

Buckeye Covers are mod-
erately priced, but are *best*
regardless of price for most
Direct Advertisements.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, Since 1848

Dealers in Principal Cities of United States, Canada
and England. Your Printer Knows the Nearest.

Member Paper Makers Advertising Club

EVERYBODY'S MAGAZINE

TO BE PUBLISHED
IN A NEW FLAT
SIZE

ANNOUNCEMENT

Commencing with the November issue, 1917, Everybody's Magazine will be printed in a new flat size. The type page will measure 7 ins. wide x 10½ ins. deep (143 agate lines x 3 columns).

The rate for a page in the new size will be	\$850
The rate for two columns, 286 lines will be	600
The rate for one column, 143 lines will be	300

The line rate remains as at present, \$2.232. This rate will apply on all but full page, double column and single column advertisements.

Rates for preferred positions and color inserts on application.

Advertisers who use space in Everybody's before the November issue will have the privilege of the present \$500 rate for page space in the new size up to and including the March number 1918.

These rates are based on a guaranteed circulation of 500,000, 95% of which is net paid.

EVERYBODY'S MAGAZINE



Strongest On Farms

The very first discovery our advertising representatives made, when they really got to work among space users, was that not enough people were well enough informed about The Farm Journal's strength in strictly farm homes.

In the old days, when mediums were judged wholly by their ability to show the results they produced, it apparently made no difference where people thought our subscribers lived.

But in these present days, when so much publicity advertising is done, many advertisers want to be sure their farm-journal advertising goes into real country homes.

This advertisement is published, at the request of our advertising representatives, to say plainly and distinctly that The Farm Journal is the genuine farm-family magazine.

85.8% of our circulation is sent direct to people who live on farms, own farms, and live in small towns nearby. We have the figures to prove this, and

are therefore particularly interested in having you analyze all farm papers, so that you can see for yourself the Farm Journal's unusual strength.

The other 14.2% of our readers, as we have proved by repeated tests on many thousands of names, are so directly connected with farming things that they insist on continuing their subscriptions from year to year, no matter how they go back and forth from farm to city and back again to the country.

Having said all these facts at the request of our representatives, we will add, on our own behalf, that The Farm Journal is interesting only to country-minded people—people with town minds do not care enough for the paper to pay for a five-year subscription in advance.

All this means that The Farm Journal not only has a high percentage of its subscribers living along R. F. D. routes and in farm homes, but is unusually strong in its sales-influence in behalf of all products useable by the richer rural millions.

sistance, the company concentrated in a few mediums of national circulation. The list was planned to reach both the city and farm market. The concentrated list was used on the principle that the dealer is more susceptible to big space with dominating effects than with smaller copy scattered in a long list of publications.

SELLING THE SALES FORCE

The next step was selling the new merchandising plan to the sales organization. The company appreciated that unless the salesmen understood the policy thoroughly they could not "sell" it to the dealers. The salesman who can't discuss his company's advertising intelligently is a liability. The dealer questions the advertiser's motives. And suspicion once aroused works against good will. So in July the company called its salesmen in for a conference. In approaching the salesmen, Mr. Milne put it up to them in this way:

"Why should we have standardized retail profits? Why is it necessary? Why not let dealers cut prices at will without in any way restraining them?

"Because the history of trade, verified by all recent research and investigations, proves that failures in the retail business are due to a few sharply defined conditions. First, lack of turnover of capital; second, operating at a profit of less than their cost of doing business.

"We cannot pretend to say that we are the guardians of the retail trade; we cannot set ourselves up in a false light as supervisors of the retailer's business, or the manner in which he conducts it. But we can look the facts in the face, which are:

"That the Simmons Company is to-day turning over to the retail dealers of this country the biggest volume of furniture made by any concern in the world. And our responsibility is proportionate.

"We are delivering to the dealers a line of products that marks a new era in furniture manufacture. We are selling to dealers, without arbitrary pricing or with-

out arbitrary profits, a line of patent-protected goods on which Simmons has exclusive control as the exclusive manufacturer. Yet our policy is so strictly co-operative that these products are supplied to the dealer at practically no advance in price, except where the cost of materials and the cost of manufacture has enforced a price-readjustment.

"Furthermore, we are advertising the Simmons product, guaranteed by the Simmons name, to the consumer, so that a national market is provided for every retailer in this country. The company, by placing its name upon its products, admits a responsibility to deliver value to the consumer and to safeguard the interests of every retailer who allies himself in a whole-souled manner with the House of Simmons."

SELLING THE DEALER THE BIG IDEA

With the salesmen out of the way the management then took up the task of selling the idea of the campaign to the dealer. The backbone of this consisted of a personal message over the president's signature. It may help other advertisers to see just how Mr. Simmons handled this matter. The message follows:

A MESSAGE TO SIMMONS DEALERS

The important thing to you about a bed is getting it profitably sold to a satisfied customer. The vital thing to you about your business is to win public confidence in the intrinsic value of the staples constituting the bulk of your turnover.

Unless you do gain and merit confidence, you have to cut prices on your staples to draw trade. And such price-cutting is profit-cutting on the biggest end of your business—for which the gains from occasional sales of luxury items cannot compensate you.

Beds are staples. Simmons beds are staples with an established intrinsic value. When you buy from Simmons, you buy beds plus a market-created by Simmons National Advertising and Merchandising Service. For we appreciate that the Science of Trade is not only selling to you, but is also selling for you.

Dealers who have the foresight to form an active, profit-preserving alliance with Simmons Company, will find, year by year, an increasing bread-and-butter-metal-bed-business flowing automatically through their stores—and with a standardized living margin.

Z. G. SIMMONS.

Further along the company attempts to drive home the logic of its "fair margin of profit on every sale" argument, by the following line of reasoning:

"As the dealer makes profits and succeeds, he can improve his store, its methods and its service. He will take better care of his customers and our customers. He will become a better merchant. In the last analysis, the dealer who makes a fair profit becomes a better server of the consumer and he becomes a better customer of Simmons Company.

"In our mutual interest we believe in standardized retail profits and we submit this book to you telling of Simmons' newest products on that basis."

USING ONE DEALER TO SELL ANOTHER

The company enclosed with its message a copy of a talk by W. L. Harris, a retail furniture dealer, given at the A. A. C. of W. Convention in Philadelphia, bringing out the point that "the national advertiser is the retailer's agent."

"We hear much of the effect of allying one's self and one's establishment with nationally advertised merchandise on the independence and personality of the dealer," said Mr. Harris. "Well, the day of individualism, whether in commerce, politics, religion or the professions, is rapidly passing; and he must indeed be possessed of rare courage and less sense who fails to realize that community processes, community convenience and, in the ultimate, community welfare, are things to be assimilated rather than combated. This idea of increasing the efficiency of the buyer through his pre-knowledge of what he wants is really a community—a social—idea, embodying a principle to which merchants must either bow, and without undue subserviency or sacrifice of independence or personality, or fight. For myself, I prefer the former.

"Granted that nationally advertised merchandise is truthfully, as well as attractively, advertised. Granted that the national advertiser is usually a student and recognizes the logic of the commu-

nity needs before the community itself does and granted—which I admit—that the cost of advertising nationally exploited merchandise does not fall on the consumer to any greater degree than merchandise not so exploited, what remains for consideration? To my mind two, and only two, worthwhile factors: One, to whom should the consumer properly look for his guaranty? The other, does he by his allegiance to nationally advertised merchandise sacrifice his profits?

"We frequently hear the expression on the part of a less well-informed retailer that he does not propose to act merely as agent for the national advertiser. Well, he doesn't. A truer statement would be that the national advertiser is the retailer's agent, a fact which clearly admits of verification. I claim without an atom of reservation that the merchant who commits himself to the policy of favoring nationally advertised merchandise controls the situation, and that the national advertiser is, in fact, his employee, and at once the manufacturer of his wares, the advertiser of his business and the guarantor of the merit of the merchandise he carries."

The company has worked out a broad co-operative plan to help the dealer with his advertising and at the same time link it up with its national advertising. The basis of the plan is the distribution of a "Cash-in-Calendar" every three months to all of its dealers. This calendar contains proofs of Simmons advertisements for the dealer-use which can be synchronized with the current national advertising. In getting up the dealer-advertisements, the company sought to avoid the experience most advertisers have had with cuts filling up when used in small-town or country newspapers. The illustrations used were bold line cuts given a multi-color effect by the Ben Day process. This assures them of halftone results with line-cut safety. There was no reference made in these newspaper ads to the manufacturer other than a subdued display of

At the Special Request of the Ordnance Department of the U. S. A.

The March 1st issue of the *American Machinist* will show in full detail the methods, machines, and tools used in producing the 3-inch shrapnel at the Frankford Arsenal. These methods are basic, for all of the other sizes of American shells have their plan of production based on the 3-inch size.

Industrial Preparedness

By having this, and other information published in the *American Machinist*, the United States Government is carrying out a part of its plan for industrial preparedness in educating American Machine Shops.

The *American Machinist* reaches the machine shops of America.

AMERICAN MACHINIST
10th Avenue and 36th Street
NEW YORK CITY

the trade-mark of the company.

Another idea which the company used and one which may be suggestive to other manufacturers giving co-operative service to the dealer is the preparation of paid space "editorial" copy for the dealer to run in conjunction with his advertising of other merchandise. The calendar thus explains the purpose of the editorial copy:

Every retail store must tell the public in editorials what it is striving to stand for in public life. The editorials written for dealers and presented in this calendar are intended to draw your customer's attention to the

- (a) Up-to-dateness of your stocks.
- (b) Your knowledge of what is going on in the manufacture and fashion over the world.
- (c) Your foresightedness.
- (d) Your ability to get the new things without loss of time.

The company then played on the dealer's ambition as a merchant and pointed out that "John Wanamaker, who is perhaps one of the greatest retail advertisers who ever lived, never hesitates to pay for 'editorial advertising'!"

"In the upper left-hand corner of the Wanamaker page there is every day a statement, written and signed by Mr. Wanamaker himself, about the store's ideals. The Wanamaker store is an integral part of the life of the city and the nation. That is why it is famous all over the United States."

The back portion of the calendar is given over to suggestions for window displays and store-cards. The suggestion is made so that the dealer can doubtless improve the display of the cards and is calculated to stimulate the use of the cards, but also to encourage the dealer to exercise his ingenuity in preparing and using the cards.

There is no question that by the time the present sellers' market is over the Simmons Company will have so thoroughly established itself with the trade and so thoroughly impressed on dealers its views on the subject of standardized retail profits that it will be practically secure from a return of before-the-war conditions.

Trade Commission to Fix Paper Cost

Manufacturers of newsprint paper on February 16th proposed to the Federal Trade Commission that the Commission fix a reasonable price for the output of the principal plants of the United States and Canada. The proposal has been taken under consideration and it is believed that the answer of the Commission will be an acceptance.

The manufacturers proposed that the Commission fix a fair and reasonable maximum price for newsprint paper for six months beginning March 1st, 1917. They also proposed to act with the advice of the Commission in bringing about equitable distribution of their product. Although nothing has been said concerning the continuance of Grand Jury proceedings in New York it is well understood the manufacturers' move was predicated on the assumption that there would be no criminal prosecutions. The manufacturers, in their proposal, while denying there have been any violations of the law, agree that the Trade Commission, if it finds it necessary, may make recommendations for such changes in the business of print paper manufacture that the industry "may maintain its organization, management and conduct of business in accordance with the law."

It is estimated that if the proposal is accepted and reasonable prices are fixed at least \$30,000,000 will be saved to American publishers this year. Nothing is said of increased production, but it is understood the manufacturers are willing to keep enough machines on newsprint to insure a paper supply for the entire country.

The Canadian Government will under orders in council fix a maximum price of 2½ cents a pound on newsprint sold to Canadian publishers, it is said, leaving the price to be charged Americans to be determined in this country. The two Governments have worked in concert in the situation trying to find means of averting threatened disaster to publishers.

The Trade Commission's report to Congress on its investigation will be delayed until a decision is rendered on the manufacturers' proposal.

J. Walter Thompson Company Moves to Larger Quarters

The New York offices of the J. Walter Thompson Company will be moved on February 24th to 242 Madison Avenue, where they will occupy the fourteenth and fifteenth floors of the Murray Hill building. The main entrance will be on the fifteenth floor.

"Everybody's" Will Adopt Flat Size

Commencing with the November, 1917, issue, *Everybody's Magazine* will be changed to a flat size, the type page being 7x10½ inches.

The Public Ledger

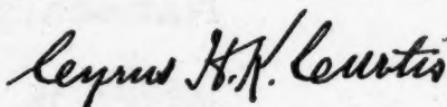
Secures the most important and exclusive war news thro' its connection with the London Times, **twenty-four hours ahead of any other American Newspaper.**

The Public Ledger often has most interesting news "beats," duly cabled *the next day* to our esteemed contemporaries as fresh news!

The Public Ledger maintains a more comprehensive news

service, has more special correspondents of its own in leading cities and *gets* more real news than any other newspaper.

The Public Ledger is quoted editorially more often than any other newspaper.

A cursive signature of Cyrus H. Curtis, the publisher of the Public Ledger.

Philadelphia

PUBLIC  LEDGER

On sale at hotel newsstands in leading cities

MEMBERS
 of the
National Outdoor Advertising Bureau
 Inc.

George Batten Company, New York	Lyddon & Hanford Co., Rochester, N. Y.
Blackman-Ross Co., New York	Mahin Adv. Co., Chicago
Chas. Blum Adv. Corporation Philadelphia	H. K. McCann Co., New York
Calkins & Holden, New York	Eugene McGuckin Co., Philadelphia
Corman Cheltenham Co., Inc., New York	Nichols-Finn Co., Chicago
The Erickson Company, New York	Frank Presbrey Co., New York
The Richard A. Foley Advertising Agency, Phila.	Frank Seaman, Inc., New York
Fuller & Smith, Cleveland	Sherman & Bryan, Inc., New York
Hoyt's Service, Inc., New York	Stewart-Davis Adv. Agency, Chicago
Martin V. Kelley Co., New York	Taylor-Critchfield-Clague Co., Chicago
H. E. Lesan Adv. Agency, Inc., New York	J. Walter Thompson Co., New York
	The Van Cleve Company, New York

National Outdoor

200 Fifth
Avenue



Announcement

What the "A. B. C." (the Audit Bureau of Circulations) is to the entire publishing field, the National Outdoor Advertising Bureau, Inc., is in part to the entire outdoor advertising field.

The National Outdoor Advertising Bureau, Inc., is a co-operative organization for the investigation, analysis, development, and placing of all forms of outdoor advertising.

Its field of operation is not limited to any section of the country—its scope is nation-wide—*all outdoors*.

This Bureau renders a complete, businesslike outdoor advertising service for billboards, painted bulletins, electric signs, etc.

The work of the Bureau is done either for the advertiser direct or for his advertising agent.

The accrued advantage of its activities is primarily to the advertiser.

Outdoor advertising opportunities are no longer in the hands of any brokers' trust or selling combination.

The National Outdoor Advertising Bureau, Inc., was organized a little more than a year ago and is owned and operated by the representative advertising agents of the United States named on the page opposite.

These agencies believe that the best interests of advertising are served by the open door in all fields.

Advertising Bureau

Incorporated

New York
City



The Bell Ringer

New York Tribune

MEMBER OF THE
AUDIT BUREAU
OF CIRCULATIONS

ADVERTISING CALENDAR
JAN. 1917, OVER JAH.
COST, \$10.00 PER LINE

No. 26

FEBRUARY, 1917

Price Two Cents

Harroun Motors Ads Censored

In the columns of the *Adv-Vocat* on December 14, 1916, The Tribune published a report by the National Vigilance Committee of the A. A. C. of W. on the stock selling methods of the Harroun Motor Corporation. The report was distinctly unfavorable.

Three days later an advertisement called an "official statement" of the Harroun company appeared in two other New York papers, *The World* and *The Herald*. Doubtless a coincidence, this too was dated December 14.

This "fake" statement shows assets to the amount of \$425,516, fails to mention just how much \$10,000,000 capital stock is standing against this sum.

From a Detroit paper January 30, quoting the Securities Commission, that half of the stock is being held by the company. If this is true it is a remarkable fact and would explain why it does not keep the price up.

Fires Shifted

By the advertisement they have been al-
lowing to chemicals
price almost at will.

So January 18
vance the price
the National Vigilance
"can be used as a
safely former purch-
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company may
treasury stock
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Samuel Hopkins Adams Does Tribune Readers a Real Service by Exposing the "Instalment" Game

One of the most successful forms yet devised for selling inferior merchandise at an inflated price is the installment purchase system. On January 21st, with an article by Sam Hopkins Adams, the Tribune started a smashing attack.

As Mr. Adams pointed out, dishonest or trick properly carried on in certain classes of work, for example, weekly or monthly, or not even weekly or monthly.

OUR little house organ, *The Bell Ringer*, has something to say about The Tribune, and a deal more about good business in general. It's quite in favor with the advertising men now getting it.

Writes Edward Hungerford, of Wells Fargo :

"The Bell Ringer comes to my desk quite faithfully. I enjoy reading it not only because of its merit, but also because I am inordinately fond of The Tribune."

The Bell Ringer policy is "More Information, Less Inspiration," which may be one reason why its readers say they always go over it carefully.

February's just out.

The Bell Ringer is always glad to go wherever it is welcome.

New York Tribune

First to Last the Truth: News—Editorials
Advertisements

Tribune Continues Scharpe Auto Series

Following up the articles on the Overland, and the pre-testing principle referred to in the January 21st *Bell Ringer*, the Tribune in its issues of January 28 and February 4 continued its searching study of the automobile industry.

In the January issue mentioned above C. E. Scharpe, The Tribune's Auto-Editor, took up the subject of retail sales contracts.

"All that any good contract for the sale of an automobile should contain," said Mr. Scharpe, "is the description and specifications of the car to be bought, the price, the deposit, the approximate delivery date, and a fair and reasonable time within which the merchandise is to be sold. All retail contracts that I have seen do contain

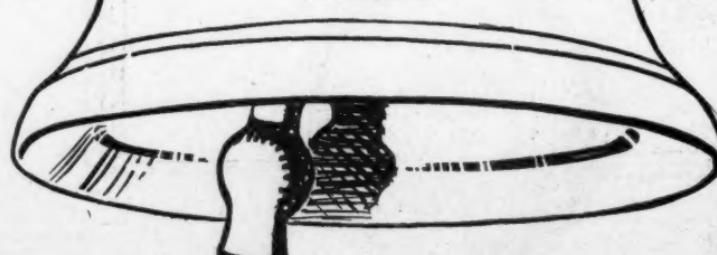
of these things. But when it is the guarantee the respon-

sibility for them have no guarantees. A thoroughly inadequate form of agreement is that by the National Association of Automobile Manufacturers, and recent day methods of doing business. There is no guarantee of payment, but it is very often the case that the depositor is to forgo his deposit that will be far from

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Unnecessary "New Models" Proving Out as Unhealthy Sales Policy

Automobile Industry is Teaching Other Lines the Weakness of This Method of Creating Larger Volume

By Charles C. Casey

CHANGE the model," said the old-time salesman, "and we'll sell our customers all over again."

It isn't long, as modern advertising and merchandising changes register time, since it was considered good business to keep right after old users with new models. It looked like the easiest way to make quota. In fact it still is the plan of far too many businesses, and most advertising men would be surprised at the large number of lines in which the yearly model still is made a big selling feature.

The automobile industry, however, which probably has become the world's greatest lesson-teaching industry from a merchandising point of view, has found fire in the yearly model idea, both from a selling angle and from a manufacturing angle, and there is an especially big lesson in the reasons for dropping it.

To show that the problem has a wider application, however, than automobiles, it may be well first to tell how a similar problem has been encountered in adding machines.

A certain big adding-machine company discovered three or four years ago that far, very far, too many of its men were simply chasing themselves around in a circle selling new models to old users; and, which is very important, taking in old models in exchange.

Some 30 per cent of the company's gross sales was made to old users. This looked awfully good on its face—"old users are our best customers." But underneath there was a big and startling lesson, when it was finally dug out.

The advertising department had seized upon the idea and made a feature of it, and salesmen used

it in every corner of North America. Oddly enough, though, it was in the advertising department that the lesson finally was learned. In the sales department and in the sales organization outside, everybody was so busy chasing himself around the circle that no one had time to notice where the circle was taking them all.

The advertising department showed the condition to be the very opposite of healthy, for it was obvious that *competitors* were selling *new users* and thus taking them out of the market.

PURCHASERS TIRED OF STYLE CHANGES

One of the scale companies found a re-action in another direction, when old customers began to resent the yearly change in model because it began to look to them like a put-up job. Many customers went so far as to accuse the company of changing its models on purpose to compel them to buy again, for it is obvious that every retailer wants to be up-to-date on so public a piece of equipment as a scale. The re-action resulted in a change in policy.

In literally scores of businesses, the advertising department is used strenuously to follow up old users of the new model idea. In the adding-machine organization referred to, probably 30 per cent of the advertising appropriation was spent this way.

If it were simply a case of selling additional goods, the idea would be strong, but when the new model involves trade-ins of old goods, modern merchandising methods have found that it is much better selling policy to help the old user use well the equipment he has until he can use more equipment.

Of course it is easier for the

salesman to go back to an old user, who is already sold and using the goods. If his order can be raised to a new model selling twice as high, or even at the same price as he paid for the old model, with a small allowance on the old machine, the salesman has some easy money.

It is, however, an indication that the salesman has gone stale; he has lost his grip, or a big slice of it, for new creative selling effort. His territory is in a fair way to slide straight into the arms of competitors.

The advertising department can play into the hands of competitors in the same way, by diverting so much of the appropriation into "old user" advertising that the smaller amount, if smaller, spent by competitors on new prospects will make a bigger impression, and create larger prestige.

In this way some of the leading concerns, particularly in the machinery field, have allowed second or third rate competitors to grab a large share of the market. In the adding-machine field, referring again to the example cited, it was discovered that a little competitor, composed of 99 per cent hustle and 1 per cent capital, with an inferior product, had literally taken several territories away from the bigger company.

At first, and for several years, the blame was put on the sales organization in the territories, but it was found later that lack of advertising and neglect of new prospects was largely to blame.

The automobile people have found some other "hot spots" also in the old-user-chasing idea. Dodge Brothers might be given the credit for putting the first real big crimp in the old policy, when they brought out the new Dodge car, which was advertised without reference to "models," and is yet.

Prior to that time many of the companies had been studying the problem of new models, in the light of quantity production and dealer service, but there had been no very noticeable stand on the question. Most of the leading

companies were still talking new yearly models. Since then, practically all of the big concerns in the industry have directly or indirectly eliminated the yearly model as such.

Most of them refer to their machine as "series so and so." A few, like the Paigé and the Chalmers, have given their machines names, like the Paige "Fairfield," the Hudson "Super-six," and the Chalmers "6-30." Others have found still other ways of escaping the "1917 Model" idea, which for several reasons has of late become a little too heavy even for the gigantic motor car industry.

DEALERS OBJECT TO ADDED BURDEN

One of the biggest reasons for trying to get away from the "nineteen-hundred-up-to-date" model talk, has been the fact that it is, oddly enough, becoming unpopular with *dealers*, the very people who more than anyone else were originally responsible for it. Salesmen are strong for new things, and new talking points, and there is a big market for the automobile dealer just walking around and around in a circle selling the same people every year, because there is a big class of people who do not like to be seen driving a nineteen-hundred-out-of-date model.

But these dealers have discovered during the last couple of years that this yearly-model idea, with many new features and new talking points, has a big burden wrapped up in it in the form of a big financial load of repair parts.

When a new machine is put on the market, the dealer needs to carry only a small stock of repair parts. But as his sales mount up and up and he gets several hundred or several thousand machines in use in his territory, his repair-parts burden must keep pace with the probable demands on it. Then as new models are brought out every year, he must add not merely larger and larger quantities of repair parts, but he must add new stocks, new "lines" of repair parts.

Sometimes one little change in the motor or elsewhere changes a dozen or maybe even a hundred different parts in the delicately attuned machine, and this means that the dealer not only must carry the same quantity of parts he has been carrying of the old numbers, but that he must add also a stock of the new parts for repairs on the new machines.

Suppose the Ford had been changing its model every year. Its branch-house distributors would not be carrying complete sets of parts (stocks of each part for each model) sufficient to take care promptly of the maximum needs that might develop on any of the many models running. With nearly a million and a half machines running, the company is obliged even as it is, to carry an enormous stock of repair parts, and this would not have to be duplicated many times to require more even than the big Ford Cash Surplus to carry it.

When dealers, instead of branch houses, have to carry this load,

there is eventually a strong outside pressure toward standardization and the elimination of the constantly increasing number of parts which have to be carried.

Another important factor in forcing standardization of models and putting the soft pedal on "new features" has been the gigantic production problem.

When a maker turned out a hundred or even a thousand machines a year, changes didn't cost much, and what they did cost didn't show up, and even the dealer's stock of repair parts wasn't much of a burden because he only had to carry one or two pieces of each number. But as production crawled up to a thousand a month, or in the case of the Ford to upward of two thousand a day, every mark of the designer's or engineer's pencil cost a fortune.

Competition and other elements had made the problem of manufacturing more than merely manufacturing; it became a problem of merchandising—of manufac-

The
George L. Dyer Company
42 Broadway
New York



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

turing goods which could be sold and delivered.

Every dollar added to the cost of making a motor car adds about two dollars to the retail price of it, and vice versa. With other makers cutting off dollars from every single piece of the machines turned out, it became necessary for all makers who wished to stay in the running to do likewise. Price has never been the only consideration in the buying of automobiles, but machines have just naturally divided themselves into *classes* and the competition in each class has gradually become so keen that a few dollars in retail price often turns the sale. So price is a very important factor.

INFLUENCE OF SHOWS

The automobile show has had a big part in perpetuating the yearly model. It has been a very big feature peculiar to the selling plans of the automobile industry, and is being reproduced in "tractor demonstrations" in this new "baby grand" industry.

New features—"something new to show them at the Show"—have been the key to the sales department of most of the automobile factories, because the show crowds expected something new every year. It has been considered necessary to give them something new, and therein originated the new-model idea.

During the last year or two, however, factory men have been making it plain that they couldn't give the sales department the gigantic production demanded and still give built-to-order stuff. The added pressure from the sales end, because of repair parts, has been about the last straw, and every Show staged during the last three years has had less and less in the way of radically new features, and this year most of the new stuff will come from the small manufacturers. The big ones can't afford to make startling changes.

The change made in the Ford radiator hood this year, while radical in appearance, was very small indeed. A big change would

have cost the Ford people a barrel of money in scrapped and made-over machinery, and another barrel in repair-parts stock. So the change, which was planned at least three years ago, was made with manufacturing problems thoroughly in mind.

Ford himself, in talking with the president of one of the other big companies (in a higher-priced class) several years ago, said he had decided to change the appearance of the machine, but that he wouldn't change even a paint spot until he was compelled to do it by competition, or until it would be a big factor in a forward step. Even that change was too expensive to make "just for fun."

Some advertising men, noting this gradual change, have predicted that it would bring a slump in advertising appropriations in the automobile industry. This, however, is the very reverse of what motor men predict.

"If standardizing the model enables us to jump production from \$10,000,000 to \$40,000,000 a year," one motor merchandising man explained, "how would it cause us to reduce the advertising? Wouldn't we have four times as many machines to sell? And wouldn't we have to invest more for advertising?"

The automobile industry is teaching a big merchandising lesson; the variety of models and "fashion" frills considered absolutely essential only yesterday in this wonderful industry have been cast aside by the merchandising man who is showing the industry how to *sell* what efficient factories *make*—how to merchandise the product at such a pace that factories haven't time to change the models or follow the fashion frills.

And any business now appealing to similar traits of the market can profit from that lesson, and by standardizing its product so that it can be made good and handsome and fast, run up production to a point where it can be sold at a price which will chase "fashion" competition out of the market, or into similar methods.

Butterick Trio Circulation

Printing Orders for April, 1917

THE Delineator

1,090,000

THE DESIGNER

370,000

THE WOMAN'S MAGAZINE

260,000

Total: 1,720,000

Please note that these figures are the printing orders and not net circulation. Estimated returns make the net circulation approximately 200,000 in excess of our guarantee.

PROFESSIONAL MAN

BUSINESS MAN

IN THE HOME

IN THE HOTEL

IN PUBLIC BOOTHS

IN SOCIETY

THE STOREKEEPER

THE WORKMAN

Everybody
looks in the
Telephone
Books~

That's why your advertisement should be in the New York City telephone book. There's a space to fit any business. The small advertiser who uses one footnote, as well as the advertiser who uses fifty, is benefited by having his message appear where it has 1400 chances a minute of being seen, read and acted upon.

May we talk with you about FOOTNOTES?

New York Telephone Co.
Directory Advertising Department
15 Dey Street, N. Y. City

AMERICAN TELEPHONE & TELEGRAPH CO.
LOCAL AND LONG DISTANCE TELEPHONE
BELL SYSTEM AND ASSOCIATED COMPANIES

Senators Pay Their Respects to Publishing Interests

Many of Them Run True to Form in Expressing Their Opinion of Advertising

IF Congressional procedure runs true to form, the attempt to secure an increase in the second-class mail rate should be ended for the present session, that is for the 64th Congress. By a vote of 37 to 34 the U. S. Senate has refused to consent to a suspension of the rules whereby the proposition for an increase of 50 per cent and later 100 per cent in the newspaper and periodical rate might have been tacked on the annual Post-Office Appropriation Bill. Defeat even by this narrow margin was, moreover, due to a feeling on the part of several Senators that the present is an inappropriate time to advance second-class rates.

The debate in the Senate on the proposal for an increase in the second-class rates served to afford expression for the opinions of many members of the upper house of Congress. Senator Hardwick in charge of the bill asserted on authority of the Post Office Department that it costs \$90,000,000 to handle second-class mail, and that the income from this source is \$10,000,000. An advance in the rate of one-half a cent a pound the first year and one cent a pound the second year would accordingly increase the income by \$5,000,000 and \$10,000,000 for the respective periods. Explaining that the "loss" is mainly on magazines, Hardwick said: "Many of these magazines and periodicals are hardly worthy to be called reading or educational journals; they are simply business enterprises."

Senator Watson inquired if there could be a classification whereby "such magazines would be put in one class and legitimate publications in another." Hardwick replied that ultimately there must be "a number of classifications." Senator Weeks said that there is not very great objection

on the part of those who produce second-class mail to paying a reasonable increase in the cost of transporting it, but that the present would be an unfortunate time to take the step. He said that he had talked with a great number of newspaper and periodical publishers and that almost all agreed that they should pay a higher mail compensation than they are now doing. He added: "There is a very large element in the publishing business that believes that the tax should be imposed on advertising matter, which is not always educational, but which is always commercial, and therefore, would seem to be a proper subject for taxation."

ADVERTISING IS THE GOAT

Senator Townsend declared that publishers generally throughout the country admit that they are receiving, and have for years received, a bonus or gratuity from the Government to which they are not entitled. He claimed that a great many of the publications "which have imposed the greatest loss upon the Government" are operated not for the purpose of disseminating information, "but as business enterprises in selling advertisements," and declared that there was no just reason why at least the advertising portion of their product should not pay approximately what it costs the Government to handle it.

The question was raised by Senator Norris whether an increase in postage rates would not drive publishers to send their publications by express. Senator Stone had an idea that Congress should differentiate between newspapers and magazines "with one-half of the matter within the covers made up of advertisements for which they get, I am told, in many instances more than \$1,000 a page." Senator Gallinger asked what was

the loss to the Government on the distribution of a popular weekly published in Philadelphia and Senator Bryan gave the figure as \$3,640,000. The annual review number of the *Iron Age* was exhibited during the debate and inferences as to profits were drawn similar to those during the debate in the House, already reported in PRINTERS' INK. Senator James commented that the Government ought to make a distinction as to "a paper which is almost entirely for advertising, as this one seems to be." Senator Smith said that he had given a great deal of attention to the subject and had convinced himself that the relative loss to the Government on newspapers is entirely different from that on magazines. Senator Pomerene injected "The larger losses are due to the very large magazines." Senator Shields said that the newspapers and magazines are not receiving a subsidy any more than their subscribers. Senator Clapp expressed the conviction that a distinction in rates should be established between the ordinary daily newspaper and the magazine and "the advertising periodical."

Second-class Amendment Up and Down Again

Verily, the project to raise second-class mail rates dies hard. On Thursday of last week, after the Senatorial amendment had been killed on a point of order and a motion for reconsideration defeated, as reported in PRINTERS' INK last week, Senator Smoot reoffered the amendment to reduce postage on drop letters to one cent an ounce. On this was tacked the provision to advance the second-class rate to one and one-half cents a pound for next year and two cents a pound thereafter. This was passed without a roll call, but the snap action aroused so much disapproval that the vote was reconsidered and once more the amendment was defeated.

P. V. Bunn Gets Secretaryship

Paul V. Bunn of the Simmons Hardware Co., St. Louis, has been elected secretary and general manager of the St. Louis Chamber of Commerce. He was formerly with John Wanamaker's New York store, and earlier with Sears, Roebuck & Co. as general office manager.

Manufacturers to Back Up Government

The advertisement of the Youngstown Sheet & Tube Company, Youngstown, Ohio, in the current issue of a business journal, indicates the general spirit of patriotism shown by manufacturers in the iron, steel, machinery and metal-working fields.

Under the heading "The Call to Duty," the advertisement read, in part, as follows:

"In the crisis now confronting this country, the spontaneous and universal tenders of assistance made to our government form an inspiring incident in our history. The melting pot of American citizenship has done its work well. "It is worthy of note that in the front rank of those who have tendered unreserved support to the nation in a time of possible need are to be found the great industrial organizations of the country. Many months ago this company furnished to the War Department a detailed statement of its equipment and resources, pledging the same without reservation to the national defense. Many others followed the same course.

"These pledges still stand, awaiting only the call of the country for their redemption. The industrial organizations of America hold their patriotic obligations above all others—to be fulfilled first at any cost. This policy reflects the spirit and, in the highest sense, protects the interests of both stockholders and customers, whose most solemn obligations and most fundamental welfare are served by the perpetuation of our national safety and our national ideals."

W. R. Hotchkin with New York "Evening Journal"

W. R. Hotchkin has become associated with the New York *Evening Journal* as advertising counselor. He will devote a part of his time to the service of the paper's advertisers and in an advisory capacity for the linking up of merchandising with such advertising.

Mr. Hotchkin's resignation from the Corman Cheltenham Company was announced in the January 18th issue of PRINTERS' INK.

Lynn Abbott With Street & Finney Inc.

Lynn S. Abbott has joined the staff of Street & Finney, Inc., New York advertising agency. He was formerly a member of the firm of Abbott & Briggs, publishers of the *National Sunday Magazine*.

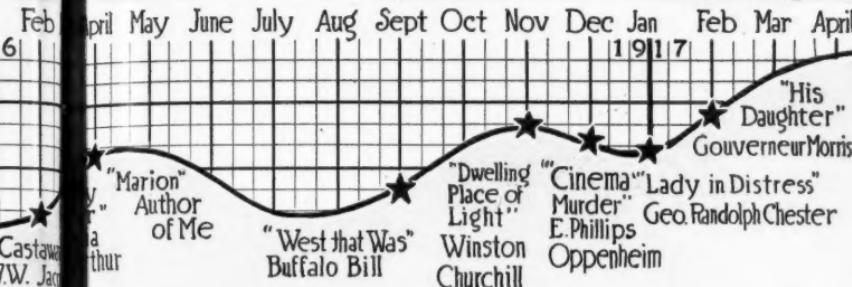
Sir Hugh Graham, founder of the Montreal *Star* and its publisher and proprietor, has been raised to the peerage and is now a baron of the United Kingdom.



HEARST'S MAGAZINE has 90% news-stand circulation. Each issue therefore must be interesting enough to send 90% of its readers back to the news-stand for the next issue or this number will show a circulation slump. For this next number to show an increase the 90% must not only be interested enough to come back themselves but to tell and send their friends.

These facts give us an exceptional opportunity to judge the effect—both temporary and permanent—of different types of editorial appeal on circulation. I can say without hesitation that Hearst's Magazine circulation has been increased and held in proportion as we have been able to buy and publish, not single star features, but *quantity* of star features of *varied* appeal.

Sweeet staggerd
Editor



"We say without hesitation that Hearst's circulation has been increased and held in proportion as we have been able to buy and publish, not single star features, but quality of star features of varied appeal."

Sweeestaggerd Editor

HEARST'S MAGAZINE was re-organized editorially in June 1915.

"Susan Lenox," a sensational story heavily featured, immediately added 87,000 new readers, but within two months this increase stopped. (See Chart.)

"We Three," by Gouverneur Morris, and a series of brilliant short stories by Robert W. Chambers, again started the circulation curve sharply upward. (See Chart.)

When the curve began to flatten, "Rainbow's End," by Rex Beach, then "The Castaways," by W. W. Jacobs, "My Career," by Julia Arthur, and "Marion," by the author of "Me," were added.

This unparalleled array of seven feature serials backed by an equally brilliant array of short stories—all by the most popular writers—all illustrated and printed as no popular magazine had ever been illustrated and printed before, together brought Hearst's circulation steadily and without a slump to 600,000 in April, 1916. (See Chart.)

With 600,000 readers, 90% of whom show a consistent preference for Hearst's by buying it each month over the newsstand, Hearst's Magazine was established as one of the leaders in its field.

Distinct leadership, we believed, was to be gained by still further broadening and raising the appeal, and so the type of readers, rather than by merely increasing their number. This policy was inaugurated in the summer of 1916.



Quantity of star features of varied appeal (cont.)

The appeal of the fiction was broadened. Of the four big serials since begun one is a love story, one a humor story, one a mystery story, and one a problem novel on the American emigrant question. New short story stars were added—Rupert Hughes, Holworthy Hall, Larry Evans and others, each contributing distinctly different types of stories.

The fiction itself was not decreased but the non-fiction features—the educational, scientific, biographical, financial, art, theatre, book review and other such departments were enlarged and added to till they comprise 50% of each issue. Many of these features are also printed on special sepia paper in two colors so that the non-fiction sections really dominate the magazine.

In these sections we rigidly followed the same policy which proved so effective in our fiction sections—that of a *quantity* of star features in each issue with a *variety* of appeal. Scott Nearing, B. C. Forbes, Herbert Kaufman, Rabindranath Tagore, Angela Morgan, Elbert Hubbard are typical of our contributors to this section.

Results have been just as we expected. While coincident with the adoption of this broader policy the circulation slumped somewhat (50,000 copies during July and August, 1916), this was more than made up as soon as the new policy became established.

By October a new high water mark of circulation was set, and set again in November (634,000 copies). This gain was not fully held over the Christmas season undoubtedly partly because of the ending of the two big older serials.

But with the February issue the new serials have so taken hold that our largest printing (641,000 copies) was way oversold and advance orders for March indicate an even bigger demand next month.

From the beginning Hearst's has succeeded because our method of sale gives us an unprecedented check on what the public wants, and because, without regard to initial expense, we have striven to give the public what it wants—more star features per issue with a broader appeal than has ever before gone into any magazine.

**600,000
Quality City
Circulation**

**Hearst's
Magazine**

Advertising Helps By-Product to Become Owners' Main Reliance

Manufacturers of Ice Use Advertising to Build Up a Business of More Than a Million Gallons of Ice-Cream a Year

THE misgivings of the men who hesitated to place branded and packaged pickles and preserves on the market, for fear that too many housewives made their own, were as nothing compared to the sobering reflections that assailed the ice-cream makers who dreamed dreams of expansion through advertising. Here the problem was not merely the overcoming of a habit of ultimate consumers, but making headway against a neighborhood institution as represented by the ice-cream freezer in the corner bakery or the nearest confectionery. Moreover, it appeared wholly impracticable to trade-mark or package ice-cream.

A decade has sufficed to accomplish the impossible. To-day we have one producer, at least, selling considerably more than one million gallons of ice-cream a year and investing \$20,000 annually in advertising to do it. Trade-marking is a success if we may judge from the fact that this firm has just been awarded \$50,000 damages against one infringer and has more than 500 other suits pending or planned against snatchers of its registered trade-name. The sealed carton, so long regarded as out of the question as a container for ice-cream, has made good, and has enabled its user to hook up the long-established byword, "Purity," with "The Sanitary Package." And, finally, the ice-cream "chain" is here and growing just as is the drug chain, the cigar chain and all the rest.

The Chapin-Sacks Manufacturing Company, whose principal plant is at Washington, D. C., is the corporation that has blazed the trail for identified ice-cream. Of course, it is not insinuated that this firm is alone in its adherence to a liberal advertising policy as a means of moving ice-cream or

that it was necessarily the first. On the contrary, almost every one of the large cities and many a smaller community has its local ice-cream manufactory, the product of which has been exploited by advertising in one form or another. But Chapin-Sacks has had imagination and perspective, and consequently the experiences of this pioneer suggest possibilities as to the future not only of ice-cream, but other food products as well.

STARTED AS A FACTORY BY-PRODUCT

A lesson all its own is carried by the fact that "The Velvet Kind" was in the beginning a by-product. The manufacturer was engaged in the manufacture of ice,—plate ice, so-called. A peculiarity of this ice is that the large slabs crack very easily and the broken or rejected ice was a dead loss. In an ice plant with a capacity of 150 tons per day this waste became a serious drain and means were sought to turn it to account. The manufacture of ice-cream was hit upon as the logical answer and, to make a long story short, was developed upon a commercial scale after a country-wide investigation of prevailing practice and several years of experiment to attain a quality that would lift the product above the level of the ordinary kind.

"The Velvet Kind" was an inspiration that seemed expressive of all the qualities most desirable in an ideal ice-cream. The adoption of such a name was a departure in the trade. The makers went even farther. With "The Velvet Kind" as a trade-mark and "Cream of Ice-Creams" as a sub-slogan, they adopted a brilliant yellow as the color of the concern and every wagon, truck, tub and other utility employed in the distribution of the cream has been painted this hue, with the result

that the presence of the tint suggestive of rich cream is almost as serviceable as a means of identification as is the trade-mark.

Because it is impracticable in the case of ice-cream to apply a label directly to the goods and because it has been found that substitution in the refilling of bulk containers is an evil that cannot be wholly eliminated, these makers have taxed ingenuity to associate with their product the name "Velvet Kind." The "sealed package" when first hit upon was hailed as a happy solution, but a delicate problem presented itself,—aside from the physical difficulties of maintaining the condition of ice-cream in pasteboard cartons,—in the necessity of curbing advertising enthusiasm regarding the sealed package lest the campaign result in loss of public esteem for the bulk product which continues the main factor in the business and is the only form in which the cream is obtainable at many points.

A CHAIN OF FACTORIES

Such advertising investment as is being made in the branded ice-cream would not be justified perhaps by the prospect of monopolizing any one local market, however promising. But the advertising campaign is being steadily broadened, because the manufacturers have visions of an extensive "chain" of ice-cream plants all marketing a product of uniform quality, prepared in accordance with the same formula, under the name, "The Velvet Kind." Already this "chain" idea has taken form. There are ten other links in the chain besides Washington,—plants being in operation at Richmond, Va., Jacksonville, Fla., Lynchburg, Va., Webberville, Mich., etc. Secretary-treasurer Redman admits that the economies of distribution that are supposed to justify the drug and cigar chains may have no parallel in a cordon of ice-cream manufacturers, but the saving to be effected by purchasing supplies in quantity and the opportunity for extracting greater gain from established advertising prestige, by

the simple expedient of distributing more "mats" of standard advertisements, appeals to him tremendously.

Dealer helps constitute the form of advertising in which the company is just now placing the major portion of its additional investment. A contract recently entered into calls for the expenditure of \$10,000 for cut-outs and other novelties for window trim. This follows heavy appropriations for several years past for metal signs in various forms, adapted for use on the sidewalk and other outside locations. Mr. Redman is thoroughly sold on dealer co-operation. "After you get your business up," he says, "you must go ahead,—we are not content unless our sales increase 100,000 gallons per year,—and the best means to bring this about is to induce 'the other fellow' to help you sell."

The makers of this ice-cream are allowing no lapse of the other forms of advertising which they employed to get their business "up." Newspaper advertising has been a favorite form, with a leaning to large space, and such display was resorted to with a vengeance a short time ago when Chapin-Sacks found it necessary,—owing to the rising cost of all materials,—to advance the price of their cream from 80 to 90 cents a gallon. It was decided in this instance to go over the heads of the dealers. It was figured, on the one hand, that the retailers would simply pass the increase in price along to the consumers and that possibly some few dealers might even tack on an extra margin if the public was not definitely informed as to the extent of the advance. On the other hand, though the dealers might not suffer in percentage of profit owing to the rise in price, they would assuredly sustain a loss in volume of business unless the consuming public was reconciled to the advance. So the case was carried direct to the court of last resort via newspaper advertisements that frankly dealt with the causes that compelled the increase in price.

Save in exceptional cases, such as the above, price advertising

has seldom been resorted to in popularizing this branded ice-cream. To be sure prices are invariably quoted on special molds for festive occasions such as Hallowe'en just to prove to the public that these extra offerings are not so expensive as their novelty might suggest, but, generally speaking, the appeal of the newspaper advertising has been on the claim of purity and quality. To suggest new uses for ice-cream has also been a consistent aim of the copy-writers for "The Velvet Kind." For example, there are the advertisements that suggest the wholesomeness of this delicacy as a food for children and the copy that seems to invest with all the lure of beauty culture, milady's "Good Night Dish."

The self-same necessity for converting seasonal demand into all-the-year consumption that has been chronicled in so many guises in PRINTERS' INK has been presented with peculiar insistence in the case of "The Velvet Kind." To induce that portion of the public that formerly ate ice-cream only in summer to prolong the habit has been the object of infinite strategy on the part of Chapin-Sacks. Something was accomplished by inducing certain classes of distributors, such as proprietors of soda-fountains, who formerly served ice-cream only in summer, to stock it the year 'round and proclaim it the proper foil for hot chocolate. But more was attained by developing new channels of distribution. Not content with the outlets afforded by ice-cream parlors that close up or lose their identity in winter, salesmen have, by means of their dealer-co-operation code, made the product a twelve-month staple in candy stores, drug stores, delicatessen shops and even grocery stores. An exclusive agency is never granted, but every effort is made to protect each dealer in his territory and unless there is heavy transient trade to be cared for the branded ice-cream is not placed with more than one dealer in the same city block.

Make Every Order a Contract, Says Jesse I. Straus

Addressing Haberdashers' League of America, Official of R. H. Macy & Company Shows How Both Manufacturer and Distributor Would Benefit by Such a Course

"**H**OW can a manufacturer finance his business if it is done in large part on conditional orders?" asked Jesse I. Straus, of R. H. Macy & Co., speaking before the Haberdashers' League of America recently. He was advocating that every transaction between producer and distributor be in the form of a written contract. Such agreements would serve to protect the manufacturer from cancellations and the jobber and retailer from non-delivery of orders at the time specified.

"As the principals of producers and distributors rarely come in direct contact with one another," said Mr. Straus, "but carry on negotiations through emissaries or agents, salesmen and buyers, conceding that they honestly desire to treat with one another on a basis of fairness, it is important, nay essential, that both parties communicate their policies to their agents, imbue them with their own ideas of fair dealing and insist rigidly that they should represent them truly.

"The salesman of the producer accepts from the buyer of the distributor an often carelessly indicated choice. This may be in the nature of a direct purchase or it may be in a haphazard description of probable or possible needs. From both the point of view of the buyer and the seller I regard this method as undesirable, and unwarranted.

"I believe that each transaction should be recorded in writing and that a contract, formal and binding, should be entered into. This would give assurance that the product when offered in accordance with the terms of that contract will find acceptance, and will

give the seller the security of being able definitely to calculate his output and cost. The willingness to give such a contract, and the determination to live up to it, is the obligation of the distributor. He has no right to expect from the producer a carrying charge on which the latter had not calculated. The old custom that you and I understand is a crude survival of a time when principals came in direct contact with one another. It has no place in modern merchandising.

HOW DEFINITE ORDERS WOULD HELP

"That the machinery for carrying this suggestion into effect is neither costly nor cumbersome is proven. Some of the distributors have installed it. In the case of the department store, with its many departments, I cannot understand how an executive can estimate his obligations, how he can prepare his budget, unless he has some such control. How can a manufacturer finance his business if it is done in large part on conditional orders, and a verbal order can in its nature be little more than conditional, when given and taken by agents, who may or may not at its date of maturity be available as proof of its correctness? But in order to make this effective, it must be universal and there must be no exceptions permitted.

"You may say, against my suggestion, that there is no single, authoritative body that can, once a code is framed, insist on its introduction and observance. Perhaps not, but trade opinion will soon compel a custom, and a custom once established will be deviated from only at the hazard of loss of standing in the business community—moral at least, if not ultimately financial.

"A study such as I propose would, I think, disclose an unwillingness on the part of distributors to be bound to accept deliveries promptly at specified dates. The merchant who asks accommodation from his bank expects to meet his note on its due date. Why should not the merchant undertake to accept mer-

chandise at the time appointed for its delivery?

"Conversely, the producer who undertakes to deliver merchandise at a certain time might balk were a penalty imposed for non-delivery. The obligation on the one side incurs, however, an obligation on the other.

"In case of a rising market, there are those producers who find it to their advantage to neglect to comply with the terms of their understanding. In a falling market, there are those distributors who endeavor to put off in some cases, even to cancel the acceptance of merchandise.

"In times of financial pressure there are distributors who try to make deliveries in advance. All of these subterfuges, these attempts at evasion would have to be dealt with in a codification of the rules of contract.

"I would, therefore, urge that in the interest of more cordial and co-operative relations, in the interest of more efficient organizations, the contractual obligations between the producer and the distributor be made definite, clear and unmistakable—that they be changed from haphazard to formal."

Plans for Emerson Fan Advertising

The national advertising campaign of the Emerson Electric Manufacturing Company, St. Louis, for electric fans, will commence May 1, and run through July. It will be the object of the campaign to produce sales for dealers. Four of the magazine advertisements have been revised for local use of dealers in newspapers, with line-cut illustrations.

Among the company's selling helps are three different strips of motion picture films, from thirty to forty feet long.

Buys "Cement World"

Cement World has been purchased by the International Trade Press, Inc., of Chicago, which will continue to publish it as a monthly periodical.

Opens Chicago Office

John G. Robel has opened an advertising office in Chicago under the name of John G. Robel, Inc.

Lord & Thomas Creeds

No. 35. *Mistakes*

Don't figure to avoid mistakes.

You will never do anything new.

But minimize them. Don't be rash. Feel your way on new ground.

The "great decision" need rarely come in business. And never in advertising.

The wise man finds the light by groping, never by sudden plunge.

On wants and wishes, likes and dislikes, there is no authority. Preferences can't be guessed. But they are easily and cheaply ascertained.

The great masters of advertising are never infallible. They are simply efficient. Wrong or right, you get a final answer.

But they get it "on the dog."

One never hears of their mistakes. They are too small, too brief. And nobody suffers by them.

They let no effort reach the limelight save a well-proved certainty.

"Nothing risked, nothing gained," is a gambler's apology. "Nothing gained if much is risked" is a better business proverb.

In advertising, nine-tenths of the successes staked a trifle at the start. And nothing afterwards. But the graveyards of business are filled with the plungers.

This is the thirty-fifth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.



The Young
O Contest
NUMBER - ONE

An Absolutely Ideal Advertising Campaign

Take a pencil and pad and jot down the features necessary to an absolutely ideal campaign—you will have something like this:

- 1—Circulation: A plan that contemplates an audience large enough to warrant the maximum effort of yourself and your advertising department.
- 2—Human Interest: A plan so appealing to the self-interest of that audience that the maximum number will *selfishly* study the arguments you place before them. And with an interest that will extend beyond the actual reading of those arguments.
- 3—Direct Sales: A plan so developed that your audience will be offered a valuable special inducement to try your product in addition to the qualities of value in the product itself.
- 4—Dealer Influence: A plan so developed that the dealer can *appreciate* the benefit of his co-operation in carrying a full line of your products to meet the demand thus created.
- 5—General Publicity: A plan that will impress your trade-mark very strongly upon the minds of the members of your audience—so that they will always recognize it when they see it.
- 6—Economy: A plan that will not *cost* more than you can afford to appropriate.

If you were offered a campaign of this character, you would not hesitate to appropriate the moneys necessary for its operation.



Offers the following features:

- 1—Circulation—An audience of 6,000,000.
- 2—Human Interest—1,001 prizes totalling \$50,000. First prize, \$25,000—second, \$10,000—third, \$5,000, etc., offered to those who *study* your advertisement.
- 3—Direct Sales—101 additional prizes totalling \$10,000. First prize, \$5,000—second, \$2,000, etc., offered to those who *purchase* your product.
- 4—Dealer Influence—1,000 communities where Q Contest will be discussed and products represented in Q Contest will be purchased over a period of 20 weeks.
- 5—General Publicity—Presentation of your trademark to this audience in such a novel manner, based upon the psychology of memory impression, that those who see it will *always* remember it.
- 6—Economy—\$5,000 for results that, measured conservatively, cannot be purchased for five times the sum in any other medium.

And this is not a flimsy scheme—it has been developed for *sound* "show me" advertisers by practical, experienced, advertising men.

Those who have investigated (and among them are some of the ablest advertising men in the country) have unanimously approved this plan.

"It links up the audiences of motion-picture theaters with your advertisements in magazines and your dealers' windows."

Upon request we will gladly arrange a private showing at our offices.

THE Q CORPORATION
110 West 40th Street
New York City

Telephone Bryant 8110-8111

Dependable Paper Service

Although the turbulent condition of the paper market during the past year has affected the paper bills of all advertisers, it is a significant fact that, taken collectively, Birmingham & Seaman's regular customers are getting bigger value for their money than the customers of any other paper house.

The reasons for this are plain. We do on a nation-wide scale what others do only locally. The scope of our business is large enough to attract the best paper experts in the country. The service of these experts is at the disposal of our customers.

Our source of supply is practically unlimited. We control the entire output of a number of the largest mills. We do not need to sell one line of paper to the exclusion of another. It pays to put your paper requirements into the hands of an organization like ours.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago - New York

St. Louis Minneapolis Buffalo Milwaukee Philadelphia Detroit

How Periodical Publishers Are Meeting Increased Production Costs

Only a Small Number Have Found It Necessary to Advance Either Subscription or Advertising Rates

By Frank Leroy Blanchard

IN solving the problem of increased cost of production, due, in a large measure, to the unusual advance in the price of white paper, the periodical publishers have a decided advantage over the newspaper publishers. Because they consume proportionately less paper, the added burden they must carry is much smaller and causes them less worry. It is due to these facts that the list of periodicals that have increased their subscription rates, appearing at the end of this article, is so much shorter than the list of newspapers printed in these columns last week.

As national advertisers are liberal purchasers of periodical space and are, therefore, much interested in the things that affect their financial management, *PRINTERS' INK* wrote to the representative papers in the field, asking them how they proposed to meet the added expense occasioned by the advance in publication costs. The replies show that the periodical men are animated by the same resolute purpose to avoid, whenever possible, the transfer of any portion of the increased burden to the advertisers, as is being manifested by the newspaper publishers. From the expressions of opinion given below it is evident that a large majority of the periodical publishers see no reason why they should advance either their subscription or their advertising rates. That the burden some of them must carry is heavy is seen from the statement that their supply of white paper will cost the *Orange Judd Weekly* \$112,000 more this year than last; *Successful Farming* \$38,000 more and *Physical Culture* \$24,000 more.

While a number of the periodical publishers, especially those who issue periodicals at a small subscription price, say that it

would be inexpedient, when competition is so keen, to increase their charges, others maintain that if there ever was a time when they should take advantage of their opportunity to add to their revenues, that time is now.

That the high cost of production has its compensating features may be seen by the action of many publishers in freeing themselves from burdensome premium and subscription agency alliances. Either premiums have, in many cases, been thrown out altogether or the subscription price has been raised to cover their cost. Subscription commissions have been reduced, free lists discarded, clubbing arrangements have been cancelled, subscribers in arrears have been cut off and long-term subscriptions at ridiculously low rates have been discontinued. Economies in production costs have also been introduced. Quality, rather than quantity, is aimed at in the text pages. The free use of fillers and miscellany is discouraged. Press-agent matter is unpopular. Write-ups are fast disappearing—indeed, have already disappeared from the best of the publications.

BENEFICIAL TO ADVERTISERS

All these changes are significant. If they mean anything it is that when the present situation gets straightened out and normal conditions once more prevail the advertiser is going to get more for his money than ever before. With circulation dead wood cut out, with the adoption of better business methods, with the elimination of anemic text matter and the substitution of articles of vital interest the periodicals will be more carefully read and will have a far greater influence upon their subscribers.

Among the weekly magazines

that have put up their subscription rates is the *Outlook*. Frank C. Hoyt, treasurer, in his letter to PRINTERS' INK says:

"The increase in paper cost is, of course, a serious matter to us, as it is to all publishers. We feel that this increase in cost of mechanical production should be shared with us by our subscribers, and we have, accordingly, advanced the yearly subscription price of the *Outlook* from \$3 to \$4. Insofar as we have been able to judge from our subscription mail up to the present time, the reasons that we have presented to our subscribers for this advance have been accepted by them as logical and convincing, and, as a rule, they have showed their willingness to co-operate. We do not believe that advertisers should be asked to pay any portion of the increased cost of production, and, in our opinion, an advance in the advertising rate, because of such increased costs, is unwarranted and not justified."

P. S. Collins, general business manager of the Curtis Publishing Company, writes: "At this time we do not contemplate an increase in our subscription price, though, of course, nobody can tell just what the future holds in increased costs of manufacture."

Another view is expressed by W. C. Izor, advertising manager of *Needlecraft*, who writes: "Our company seems to feel that advertisers should not pay for the increased expense incurred by the exorbitant price of paper, as they are not getting any more for their money than when the paper situation was normal. We believe that in raising our subscription price the burden is more generally placed and the slight advance charged will be agreeable to all our subscribers."

"To meet the unprecedented rise in the cost of production we have raised the subscription price of *Vogue* from \$4.00 to \$5.00, effective February 15th," says F. S. Norman, the business manager. "The largest item in the increased expense is, of course, paper. This, in many instances, has more than

doubled. Added to this enormous increase comes the raise in the cost of engraving; the increased cost in printing due to labor conditions, and to this may be added the threatened increase in the cost of second-class mail matter. It seems only fair that our readers should bear a portion of this added burden."

The Christian Herald, New York, announced an increase in its subscription rates in October, from \$1.50 to \$2.00, old subscribers being given an opportunity to renew at the old figures. Otto Koenig, the president and treasurer, in commenting upon the results of this departure, says:

"The results were most gratifying to us, not only as regards the number of subscribers who renewed at the old price, but the considerable number of our readers who refused to take advantage of the opportunity and sent in the new price instead. We probably never, in the history of the publication, received so many letters of appreciation, together with expressions of loyalty and a promise of continued support in the work in which the *Christian Herald* is engaged. In November alone we received 67,781 annual subscriptions, at an average rate of \$1.34, or a total of \$91,339.77."

PAPER COST UP \$36,000 ANNUALLY

Modern Priscilla, of Boston, will cost the subscriber 25 cents more after March 25th. The magazine uses approximately 300,000 pounds of paper each month. At an increase of one cent a pound \$3,000 is added to the cost of a single issue, or at the rate of \$36,000 a year. As a matter of fact, the present price of the paper is several pennies higher than it was when the subscription price of \$1.00 was fixed. But this is not all. The publisher explains that the price of printing ink has been soaring. "The cost of engravings has advanced," he continues. "Labor costs more, and ought to cost more with living expenses at such high-water marks as are being recorded today."

The Woman's World has not only advanced its subscription rates, but it will, during the next few months, reduce its monthly circulation from 2,000,000 to 1,700,000 copies, net paid. It will also cut down its type page from 700 to 680 lines, and the single column 175 to 170 lines, beginning with the April issue. This will reduce the advertiser's cost on plates and further standardize the magazine page. Walter W. Manning, the advertising director, writes that he does not think a 15-cent or 50-cent increase will have anything to do with getting a better class of readers. "No one thinks," he says, "of the *New York Times*, the *Chicago Tribune*, and practically all of the leading papers of the country, as being cheap because they sell for a cent, which means quite a loss on every copy they sell to the newsboys. Their influence comes through the volume of good circulation and supplying to the best people what they want to read. The fact that \$1.50 magazines have such a small percentage of their circulation in the country field—which takes in over 50,000,000 people—indicates that this people will not buy, in bulk, magazines that are not edited for them, any more than they will welcome a man with a silk hat until he gets into their habit of life and thought."

The publishers of the *Metropolitan Magazine*, in announcing an increase from 15 cents to 20 cents a copy, beginning with the March issue, say: "Constantly increasing editorial demands dictated this change in price. We had only two courses to choose from. One was to restrict our editorial ambitions, to limit our field of appeal and to give you as good a magazine as we could for 15 cents. The other was to open the throttle; to give you the very best the literary brains, not only of this country, but abroad, could offer discerning readers; to avail ourselves to the limit of all the new and expensive methods of color printing and of rotary gravure reproduction; in short, to realize to the *'n*th degree our slogan of "The Liveliest Magazine in America."

That subscription prices have been too low is the opinion of Carl C. Proper, publisher of the *People's Popular Monthly*, Des Moines, Ia., who says: "It seems to me that the publishers of this country, with some few exceptions, have been making a most serious mistake by maintaining subscription prices at too low a figure. Our experience has been that the price of the publication does not make so much difference, provided you give the people what they want. Most publishers have kept the subscription price at a low figure, as they thought they had to do in order to meet competition. This, I maintain, is a wrong theory."

In announcing that *Today's Housewife* will be sold at a subscription price of 75 cents a year instead of 50 cents, the advertising director says: "In the case of *Today's Housewife* we have met the present crisis in the magazine publishing business by combining two magazines, eliminating duplication, and eliminating 'Class B' circulation, thus increasing our circulation revenue very substantially. The changes have enabled us to publish a better, bigger book than ever, and give the advertiser a substantially greater value than has been possible in the past."

MAGAZINES AIM IS TO BE FAIR TO ALL

Edgar G. Criswell, secretary of the National Periodical Association.—"Our association has not taken any action upon the subject, but some of the individual members have found it necessary to boost their rates. Many have cut the net rate allowed to subscription agents and have limited returns. Some have abolished them altogether. It is quite evident that the magazine publishers are trying to meet the situation in a manner that will be fair to everybody concerned."

Barrett Andrews, vice-president of the Associated Blue Book Publications, Inc., thinks the increased cost of production will have a beneficial effect upon circulation. He says: "The effect of the increased

cost of production upon the publishers, in my opinion, will be a shrinkage of circulations to their natural editorial level. This will be a good thing for the publishers and a good thing for the advertisers, first, because the publishers will stop wasting money in trying to push their circulation beyond its logical field; and, second, from the advertisers' standpoint, the advertiser will be buying a circulation which represents influence and nothing else. For the past eight years my belief in the class publications has been largely due to the fact that their circulations are confined principally to those people who want them for the editorial matter they contain, and who do not buy them because of any clubbing offers, cut-rate schemes, or premium propositions.

"I think class publications on the whole will not suffer at all by this increased cost of production, as most of them have always gotten the manufacturing cost of their product out of the consumer. Advertisers will notice a shrinkage in certain circulations, and this will have a tendency to increase their interest in class publications."

ACTION OF BUSINESS PAPERS

Jesse H. Neal, secretary of Associated Business Papers, Inc., says: "A number of the publications belonging to this organization have raised their rates and a lot more would like to if they could see their way clear to do so. The surprising thing about advances in price is that little or no protest has been made by subscribers. The retailer who has been paying twice as much for his letterheads, his wrapping paper and his envelopes than he did a while ago is not astonished when asked to pay \$4 instead of \$3 for his business periodical.

"There seems to be a general feeling among the publishers that the subscribers should bear a larger proportion of the cost of production than they have heretofore, and in those cases where rates have been raised they have been cheerfully paid."

Concrete is one of the business papers that has put up its subscription rates. "In the case of most trade papers," writes R. Marshall, its business manager, "it costs a great deal more than the annual subscription price to fill the subscription order under normal conditions. In our own case the white paper alone costs us about one dollar a year without printing anything upon it. It is obvious that the abnormal conditions obtaining right now have greatly aggravated the situation. Publishers of business papers have been trimming the corners whenever possible. Complimentary mailing lists have been reduced, useless exchanges have been cut off. Libraries and educational institutions have been asked to pay the regular rather than a preferred rate. The number of free copies allowed advertisers has been reduced. Under the whip of necessity publishers are going to reorganize their methods and conduct their business more efficiently. All of this should result in the greater efficiency of advertising and to the ultimate benefit of advertisers."

Wallace C. Richardson, who represents a number of farm papers in New York, says: "I think that the farm papers generally have raised their rates to meet the high cost of production, in some cases the advance has been confined to subscriptions, and in others to advertising rates. The publishers think that the old advertising rate, of half a cent per line per thousand, is too low and so are putting it up 25 per cent or 35 per cent. The advance in the cost of paper, especially among those whose contracts have expired, is practically the same to the small town and the big city publications. When it comes to labor the small town publisher has the advantage insofar as increased cost is concerned."

H. N. Owen, secretary of the Farm Stock and Home Company, believes there will be a universal advance in subscription rates, as the advertiser will not, he contends, stand a raise in advertising rates based merely on increased

NEW ENGLAND'S



Retail Grocers pass out some figures that will prove pure food for thought.

If you manufacture **SOMETHING** a grocer sells — study these figures carefully.

They show *why* the New England street cars feature the standard grocery brands of the United States.

STATE	NO. RETAIL GROCERS	ANNUAL TOTAL RETAIL GROCERY SALES
MAINE	1806	\$27,792,000
NEW HAMPSHIRE	818	17,912,000
VERMONT	583	13,104,000
MASSACHUSETTS	8807	133,200,000
RHODE ISLAND	1475	21,672,000
CONNECTICUT	2855	44,640,000
	16,344	\$258,320,000

Nothing in the line of publicity impresses the local New England grocer so favorably as a proposed street car advertising campaign — when a new product is put up to him to install.

For why? He knows the following products are not only his leaders but are the *oldest inhabitants* of the New England street car racks.

Welcome Soap, Lux, Fels Naptha Soap, Crystal Domino Sugar, Sapolio, Washington Crisps, Postum, Aunt Jemima Flour, Babbitt's Soap, Burnett's Extracts, 2 in 1 Polish, Fairy Soap, Gold Dust, Uneeda Biscuit, Royal Baking Powder, etc., etc.

By every one of these products and many others which lack of space prevents naming, New England street car advertising has been tried and found — necessary.

Let us intercede for you with these 16,344 grocers if your product is ready for this big market.

Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston
Francis Bldg., Providence



75% of Y. M. C. A. Men Are Interested in Sports

Over 450,000 took physical training last year. Right now thousands are planning to enjoy the great out of doors—planning for camping, canoeing, fishing trips to start as soon as the weather permits. They will need equipment.

You manufacturers of sporting goods: Here is a big field that will respond to vigorous cultivation. You can get *results* through the official organ of the greatest men's club in the world—"Association Men." It is producing results for makers of men's wear and other articles for men. We can prove it will do so for you.

ASSOCIATION MEN

F. A. WILSON-LAWRENSEN - - Business Mgr.
A. P. OPDYKE - - - - Advertising Mgr.

124 East 28th Street, New York

H. L. WARD
19 S. La Salle Street
Chicago, Ill.

A. H. PETERS
Central Y. M. C. A.
Detroit, Mich.

**ASSOCIATION
MAN**

cost of production. "An advertiser will stand for an increase in advertising rates," he continues, "when a corresponding increase in service is forthcoming, but he will not stand a raise on the ground that the publisher needs the money; because the average manufacturer, in fact, you might say, all manufacturers, are up against the rising costs of production just about as hard as is the publisher, and many are unable to advance their prices on their products fast enough to keep pace with increased costs. If the present situation is handled right great good will result to the publishing business as a whole, as we have all been selling our publications too cheaply."

The attitude of some advertisers toward publications they use which have advanced their subscription rates is reflected in the following letter written to the *American Boy* by one of its advertisers. Of course, he did not know when he wrote it that other magazines had pursued a similar course.

"I want to tell you that you are the first publisher in the United States who has been fair enough to ask his subscribers to pay for the increased cost of the production of the paper. Every other publisher in America has been exacting the last pound of flesh from the advertiser. It never occurs to them to charge the subscriber any more for the paper. A whole lot of them are actually cutting down the amount of paper they are buying, consequently cutting down the amount of papers they are printing; consequently cutting down the number that are sent down to the newsstands to sell, and yet not a single one thus far has been fair enough and honest enough to reduce his advertising rate, and none of them have had nerve enough to increase the subscription rate. It has left the advertiser, as it were, between the devil and the deep sea, especially if his business is founded, as mine is, on the advertising. It goes without saying that the publisher is not in position this year to give the advertiser any increased cir-

culation; therefore it is all wrong to charge him any increase in rate without that increased circulation. On the other hand, the magazine that is giving a decreased circulation on account of this enormous increase in cost is not giving the advertiser the benefit of that decrease."

A. D. Hosterman, president and general manager of *Poultry Success*, Springfield, O., after stating that the subscription price had been raised, went on to say: "To meet the tremendous increase in the cost of paper we are, of course, figuring on keeping down the size of our issues as much as possible in the number of pages, and aiming to make our issues at least 50 per cent of paid advertising. We do not know, as yet, whether it will be possible for us to make up the difference in the greatly increased cost in other directions by the increased subscription price. We are planning later on to increase our advertising rates."

Grant M. Curtis, publisher of the *Reliable Poultry Journal*, Quincy, Ill., writes that at present prices the cost of white paper alone in the twelve issues of that magazine is 62 cents, or 12 cents more than the subscription price. He has therefore advanced the rate to 75 cents.

HOW MAGAZINES ARE MEETING SITUATION

The reasons given by a large majority of the publishers for not raising their rates are exceedingly interesting. The literary magazines are generally opposed to increasing subscription rates. Carroll B. Merritt, advertising manager of *Scribner's Magazine*, says: "We have not raised our rate on subscription price, nor are we contemplating doing so. Nor have we cheapened our product in even the slightest degree."

W. A. Miles, of *Outing*—"As far as we can determine now, this increase in cost of production, so far as it affects our publication, will be absorbed by more economical measures in manufacture and selling."

Don M. Parker, of the *Century* Company—"We are not contemplating raising the subscription or advertising rates of either the *Century* or *St. Nicholas*. The old spirit of the *Century* is the same to-day as it always has been. It believes in publishing a real magazine, and commercialism is the second thought in its make-up. We believe we can eventually make up the losses we will sustain this year by increased patronage, so we are not making any plans to 'rob Peter to pay Paul'."

George B. Richardson, advertising manager of *Life*—"We have not increased our advertising rate nor do we intend to do so. We are not in sympathy with the movement for increasing the cost of everything. Should we all take advantage of the opportunity to pass our increase along to the other fellow, there would be no limit to the cost of living. The only way to prevent the continued increase in the cost of everything is for each manufacturer to stand his own losses. This we intend to do in this office. After everyone is through raising the price of their commodity they are no better off than formerly. They are all doing a larger business in dollars and cents without a larger margin of profit, which leaves them just where they began prior to the increase in cost."

Luther D. Fernald, assistant general manager of *Leslie's Weekly*—"Leslie's doesn't contemplate any increase in its subscription price any more than it contemplates or has contemplated a reduction of it. For many years the subscription revenue has been 90 per cent of the combined subscription and advertising revenue. At present it is about 75 per cent. We have been making the subscriber pay a much larger proportion than usual for the publication itself and have found this an excellent limitation in standardizing our circulation."

F. L. Wurzburg, of the *Cosmopolitan Magazine*—"We have raised our price per copy from 15 cents to 20 cents. As our newsstand sales are about 850,000 cop-

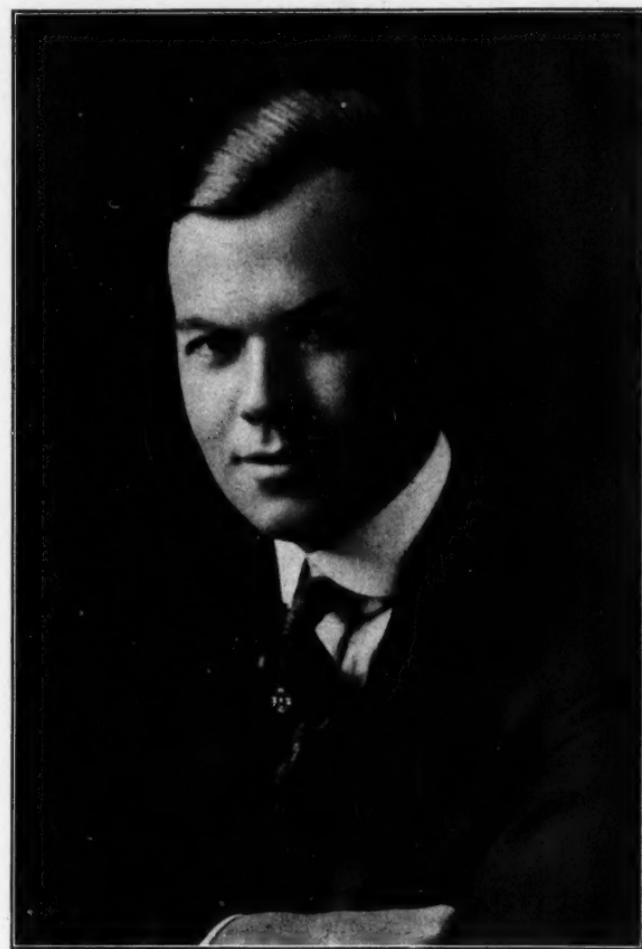
ies a month the increase in revenue will be quite large. Of course, we do not get the whole of the advance in price. The net to us will probably be about 3 cents a copy. With the raise in price we will give a better magazine to our readers."

M. B. Gates, president of the *People's Home Journal*, New York—"I know of no other industry in this country which would attempt to market a product at less than the cost of manufacture. This is exactly what the magazine publishers are doing. I think the time is ripe for a general advance, and that the magazine-buying public is in a frame of mind at the present moment to look upon an advance as a necessary and logical one."

"On our publication," writes I. S. Simonski, general manager of *Everywoman's World*, Toronto, Canada, "our chief source of revenue has always been from circulation and not from advertising, and naturally, when increases in manufacturing costs had to be faced, it was to our circulation department rather than to the advertising department that we looked to bear the greatest portion. For the fiscal year ending March 31st, 1916, our revenues from circulation were \$115,013.98, while our revenue from advertising was \$69,081.74. We felt that if we told the women of Canada of our situation they would gladly pay the small increase in the subscription price which we will be required to ask. We felt it would be fairer to do this than to burden our advertisers with increases at a time when many of them are facing severe troubles incidental to the great advance in raw materials entering into their products, the retail price of which cannot be advanced."

E. F. Warner, publisher of *Field and Stream*—"When I saw the first flurry in the paper markets some months ago I bought, paid for and put in public warehouses enough paper to carry me until the latter part of 1917, at an increased price, but not at such

(Continued on page 88)



MR. EDWARD N. CHALFANT writes in a recent letter to Mr. Crowe:—

"After three years with a magazine as good as 'System' it is not easy to leave a position as New England Manager to go into a new field. But what you have shown me that you have already under way, and told me of Mr. Hearst's plans, convinces me that the New York American is going to be one of the greatest propositions in the whole advertising business, and you can count on me March 1st."

New York American

**Your Most Effective
Advertising can be done
at points of distribution
when customers are about
to buy goods in your line**

On the opposite page is shown a display that applies this principle to the merchandising of the biggest selling cigar in the world.

Displays like this link up with national advertising, reinforcing it and bringing it close to home.

They overcome the indifference of the dealer and automatically move the goods off the shelves.

AMERICAN LITHO

Creators of Colorgraphic Advertising
Reg. U. S. Pat. Off.

Offices in



This effective "window salesman" works at points of distribution—*the psychological time and place to advertise.*

It is our business to conceive and execute "sales promoters" of this character for all lines of business. Such specialized knowledge can be applied to your product.

HOGRAPHIC COMPANY

4th Ave. and 19th St., New York City

Offices in principal cities

follow-up

"WE sent you our catalog as requested and are at a loss to know why we have not heard from you"—that may be follow-up but it never arrives.

The right kind of follow-up might better be called "come along." We all like to be coaxed a little.

K · V · P · D

believe in intelligent, persistent work that turns inquiries into orders.



Klau-Van Pietersom-Dunlap
INCORPORATED
ADVERTISING IN ITS ENTIRETY
MANHATTAN BLDG., MILWAUKEE, U. S. A.

We recommend Sterling Trucks

Is the Prejudice Against "Unpopular" Prices Disappearing?

Increasing Use of Unusual Figures in Retail Prices May Give Advertisers More Latitude in Naming Consumer Prices

By John Allen Murphy

ENOUGH evidence is accumulating to support the assertion that the old prejudice against the unpopular price is disappearing. That stoutly entrenched idea that a thing wouldn't sell because buyers wouldn't accept its unusual price is one of the veteran objections that advertisers have been contending with for a generation. Its demise will make the path of many a manufacturer a lot easier.

In goods selling up to a dollar or even as high as two dollars, custom seems to have fixed certain arbitrary figures at which they should be sold. For instance, five cents, ten cents, fifteen, twenty-five, thirty-five, fifty, seventy-five and a dollar have been popular prices from which retailers have been afraid to depart. Some of these prices, such as fifteen and thirty-five, have not been accepted so readily as the rest.

PRICES THAT DIDN'T TAKE WELL WITH BUYERS

On the other hand, such prices as twenty cents, thirty, forty, forty-five, fifty-five and nearly all the other multiples of five up to a dollar have been unpopular. Most attempts that have been made to establish products at these unusual prices have met with failure. Odd prices, ending with sixes, sevens, eights or nines, have never met with favor among the general run of retailers. Of course, the department stores have popularized such selling figures as three cents, eight, nine, nineteen, twenty-nine, thirty-nine, forty-eight and so forth, but these have been established for psychological reasons and not because of any profit necessities. Then, too, price-cutters have rioted in odd figures, but here again it was done for selling effect. The average retailer, however, did not approve

unconventional prices, and in his own store kept away from them as much as possible. That is, he did until recently. Of late necessity has forced him to establish unusual selling figures.

A representative of *PRINTERS' INK* recently investigated this subject and in his searches found substantial evidence that the odd price is being used more extensively in retail selling than ever before. A successful Western merchant who has been traveling around the country a good deal, looking for ideas for a new store which he is planning, told the writer that one of the most striking things that he observed in his travels was the independence retailers are using in pricing their wares. He said they are being guided more by their profit exigencies and less by custom, prejudice and precedent than formerly. Traveling men who were questioned on the subject corroborated the views of the merchant.

This tendency to quote the odd price shows up everywhere. You'll see it even in the advertisements of conservative specialty dealers —gloves at a dollar fifteen, handkerchiefs at thirty-five cents and so on. Go into the stores and examine the price-tags and the tendency will be still more striking. This development is especially pronounced in the grocery line.

Of course, products that are widely advertised have not been affected greatly in this movement, although they have to some extent. Advertising is such a powerful factor in the economics of distribution that it is able to hold down prices in the face of a large raw-material advance. Because of this advertised goods, in most cases, are still selling at the old prices. In many cases where ad-

vertisers have had to stand largely increased costs, they have absorbed them, rather than to pass them on to the trade and thus disturb well-established retail prices. In those few instances where advertising manufacturers have finally been forced to make an advance it usually has been for only a portion of the increased cost.

ODD PRICES IN NATIONAL ADVERTISING

Still, advertisers are vitally interested in this odd-price development. For one thing, it has made them less hesitant about putting a so-called unpopular price on their product. Even a very cursory examination of the advertising pages of a publication will reveal this fact. In the old days a product bearing an eighty-five-cent price-tag was doomed unless it could be shown that it was reduced from a dollar. Yet this figure has become rather common of late. It recently appeared in the advertisements of such houses as Daggett & Ramsdell, Live Leather Belt Company and Parker Brothers, who advertised their game, "Pollyanna," at this unexpected price.

Sixty-five was another hoodoo figure that seems recently to have lost its jinx. Fleischaker & Baum come out with this in their advertising as the starting price on their "Cute Baby Grumpy" line. This is but one of many instances that might be mentioned. Thirty-five is a price that has always been used to a great extent, but somehow it has never been fully accepted by either the consumer or the dealer. The consumer had a suspicion that it should have been twenty-five. The retailer had a feeling that he was paying too much for the article and could have sold it for a quarter if he could buy it right. Recently, however, the price has been receiving popular favor. Retailers told the PRINTERS' INK investigator that thirty-five-cent articles had become almost as easy sellers as twenty-five-cent goods. "Thirty-five cents" sticks out prominently in recent advertising, but it is not so conspicuous here as it is in stores.

This is due to the fact that most advertisers do not quote retail prices in their copy.

Going into higher-priced merchandise, the same tendency is noticeable. Even prices used to be the rule, but now there is much more freedom in this regard. In the national advertising for Klear-flax rugs, for example, we find such consumer prices as \$2.40, \$3.40, \$4.20, etc. The Stewart Phonograph Company advertised its instrument at \$6.50. A few years ago that price would have been regarded as unpopular. The dealer would have said that it should be \$5 or \$10, or perhaps \$7.50. Then there is that price of \$6.75 on Motor Weave being advertised.

Go into the automobile industry and we find such prices as \$2,295 and \$1,695 on the Cole car, \$595 on the Maxwell, \$3,260 and \$1,890 on the Peerless and so on throughout the list of practically all automobiles. These prices could be easily evened off, and they would have been in the old days. These very peculiar quotations on motor-cars are not made for psychological reasons to obtain selling effect. They are arrived at by figuring the cost of production plus the required profit. The result is accepted as it happens to come out, even though it is an "odd" figure. The price of the cars may have been set at an even price in the first place—say \$1,200—and then as declines took place they were deducted from the original price. A \$40 decline would make the new price \$1,160. When the market went the other way, advances were made in the same manner. In the ready-made-house field we see the Aladdin people advertising such figures as \$848 and Gordon Van Tine \$808.

Illustrations such as have been given might be related indefinitely, but it is not the purpose of the article to catalogue all the goods that are now being sold at prices that years ago would have been looked upon as unusual. Its purpose rather is merely to point out to manufacturers the extensive use of odd prices in retail

selling and to try to interpret the significance of the development. The writer is fully aware that odd prices have always been used and increasingly so for several years. But the tendency has been especially pronounced during the last year or two. It would not be fair to say that the recent development in this connection is due entirely to war conditions. While the present abnormal situation has done much to awaken dealers to a realization of their careless pricing methods, the tendency has been a gradual growth, due to a variety of causes. To a certain extent it has been influenced by mail-order, department and chain-store methods.

PRICES MADE ON EVEN-CHANGE BASIS

The vogue of the coin price has done much to prejudice people against prices not made on the coin. Things were expected to be sold for an even coin, such as a dollar, fifty cents, a quarter, a dime, etc. Out West, years ago, small change was despised. The writer remembers in the early 1900's when the penny was gaining a foothold in Montana. Up to that time it was regarded out there as a useless piece of money. Now in all sections the penny has become one of our most useful coins. In popular-priced stores, it figures in the majority of sales. In some poorer districts, such as on the East Side in New York, it is surprising the demand that has sprung up for penny merchandise. People want a penny's worth of crackers, of pickles, of farm produce or of anything that it is possible to buy a unit of for a cent.

The idea of the coin price has been steadily losing its popularity for years. The first departure was to quote a price representing a combination of two coins, such as seventy-five cents. The department stores were about the first retailers to break away entirely from this practice and to quote all sorts of prices. Now, as we have seen, the plan is gradually becoming more or less general.

Now let us get around and see

how the retailer establishes his selling prices, how his methods affect the manufacturer and how the change being brought about by the development described in this article will affect both.

The pricing of goods at retail has been more or less of a *leger-de-main* process. No uniform methods ordinarily were followed. The retailer aimed to make a certain gross profit, but if he did make it, it was arrived at through a balancing of averages. The dealer may know that it is necessary for him to make, say, 33 1/3 per cent gross on the selling price. To get this he knows he must add 50 per cent to the cost, but for various reasons it is not always advisable for him to do this. Let us suppose an article costs him \$4.50 a dozen. Add 50 per cent to that, which would make the selling price of the dozen \$6.75, or about fifty-seven cents for each unit. The retailer regards fifty-seven cents as a "crazy" price and does not think his customers would take to it. As a matter of fact, most dealers do not take the trouble to do all this figuring. They know that the article in question is widely established as a fifty-cent seller. Therefore, a higher price would be impossible. Thus this article is priced on a profit basis of twenty-five per cent, which if the product is well advertised and turns rapidly may be ample. In fact, the chances are it will prove much more profitable than a slow seller that paid thirty-three and a third.

However, even though the article was not established and advertised as a fifty-cent seller, the chances are he would have set that figure on it, anyway. It was his habit to put the selling mark at the coin price nearest his wholesale cost. He thought he couldn't get fifty-seven cents or fifty-five cents or sixty cents, but he has found out that he can. The present prosperous condition of the consumer undoubtedly helped him, and even though this condition may be abnormal and not a criterion of the future, the dealer has learned at least the folly of

selling some things high to make up for others that he sold at a loss.

Three years ago the average haberdasher would have told you that it would have been impossible to switch the bulk of the demand away from fifty-cent neckties. He would have said that it was the price that most people expected to pay.

But when the raw-material market began to bulge, a fifty-cent tie of the former quality became impossible. Some dealers insisted, however, in maintaining the old price, saying that was all people would pay. To meet this demand, manufacturers brought out ties to sell for fifty cents, although they are nothing like those formerly offered. Other dealers claimed that keeping up the quality was the main thing, and that they would get whatever price was necessary. Hence it has become quite a common thing to see neckties priced at fifty-five cents, sixty-five cents and at other unusual figures. It is said that the bulk of the old fifty-cent demand has been switched to the ties priced at the new quotations. Evidently the barrier of the unpopular price has been broken down in this field.

HIT-OR-MISS PRICE-FIXING

It is surprising how much merchandise has been priced on instinct—on a feeling that it ought to sell for so much. The cost of manufacture and the profit requirements of the distributors often times did not enter at all. Let us suppose that an article sold to the dealer for ninety-two cents a dozen. It is put out as a ten-cent seller and eventually custom fixes the price at that figure. After a while the cost of material goes up and the manufacturer advances to ninety-five cents. Knowing that the thing is an established ten-cent, the makers may have passed on only part of the advance. Later on it may be necessary to make further advances and finally the cost of the thing to the dealer may go up to \$1.05 or \$1.10 a dozen. Likely as not, he continues to sell it at ten cents,

although he stops pushing it. "That article simply will not bring fifteen cents," says the dealer. "There is no use in trying." He thinks of fifteen cents as the next popular price to jump to. His merchandising instinct tells him that such a large raise would slow up the sale to a great extent, and probably kill it entirely. It never occurred to him that a price of eleven or twelve cents could be put on that article without materially affecting the sale.

It is right here where the change has come about recently. Those eleven and twelve and other odd-figure prices are now being quoted plenteously. Many examples could be mentioned. The case of Dromedary Dates is sufficient to make clear the point. This well-known advertised product is selling quite generally in the East for twelve cents. This extra two cents about takes care of an advance of twenty-five cents a dozen to the retailer. It might have been possible to get fifteen cents in the East, but certainly a more rapid sale can be affected at twelve cents. In discussing this phase of the development the president of a well-known manufactured food said, "There is a tendency for prices to be advanced and reduced on smaller units—a cent at a time instead of a nickel, a nickel instead of a quarter, a dollar instead of five and so on. The new price will be determined by the actual necessities of the case and not by having to shove it up or pull it down to a figure that will be even. In groceries this would enable the grocer to charge more equitable prices and at the same time get a more satisfactory profit. The grocer has been selling too many things for fifteen cents that he should be getting twelve or thirteen cents for and far too many for a dime that should be two or three cents higher."

The effect of pricing goods on instinct has affected manufacturers in more ways than one. A salesman offers the dealer a very good article for \$10.50 a dozen. "Can't touch it," says the latter. "It

(Continued on page 115)



**Over 5,000,000 Readers
Most Enthusiastically
 Welcome Our Off-Set Covers
*In Many Colors***

MARCH **Home Life**, of the Small Town and Rural Field, met with tremendous enthusiasm in 1,000,000 homes.

Our handsome many-color Off-Set Covers brought us hundreds of enthusiastic letters from subscribers.

Every issue increases in advertising prestige by being most thoughtfully conceived.

Small Town and Rural Field

HOME LIFE

MEMBER A. B. C.

NELSON AGARD, Publisher

PUBLICATION OFFICE AND PLANT
 J. E. FORD, *Western Manager*
 141 W. Ohio St., Chicago, Ill.
 Tel. Superior 3280

EASTERN OFFICE IN CHARGE
 A. J. WELLS, *Vice-President*
 1182 B'way, New York, N. Y.
 Tel. Madison Sq. 7551

1,000,000 Circulation at \$3.50 Per Line

POSTER ADVERTISING SERVICE

ALL THE WORLD SEES ME
I REACH ALL

From here 25 feet to here
Space cost \$4.50 per month

Spread it on thick

Churned from Pure
Pasteurized Cream

Meadow Gold Butter

See this in the Original

ON the opposite page is a reproduction of the panel devoted to Poster Advertising in the advertising exhibit of the Associated Advertising Clubs. It will be exhibited before practically every large advertising club in America.

The symbolism of the top panel emphasizes the universality of the poster in its ability to reach everyone. The miniature reproduction of the famously successful poster below shows the medium in its most practical adaptation to the advertiser's needs—display of package in exact colors—appetizing use of the commodity itself—and terse, attractive text.

Certainly, posters do draw all eyes to them.

Poster Advertising Association
INCORPORATED
1620 Steger Bldg. Chicago

*The Emulative Attitude of Mind
Automatically Weeds Out
the Unprofitable "Don't Count"
Population.*

PERIODICALS and newspapers build their circulation and indicate the quality of that circulation by their editorial policy, their typographical make-up, and their price, though circulation methods have a direct bearing on the matter.

Strauss Theatre Programs build their circulation and indicate the quality of that circulation by the play and the box office prices for admission. The people who comprise this circulation are not necessarily of inordinate wealth. The requisites are intelligence, education and refinement together with a sufficient amount of money to accommodate their desires.

At the theatre, therefore, the unprofitable "don't count" population is weeded out, and owing to the surroundings and presence of the influential classes, people are in an *emulative* attitude of mind that makes them singularly susceptible to your advertising appeal.

Strauss Theatre Programs
A Magazine Medium
for Greater New York

*N. B.—Frank V. Strauss & Co. publish the
programs for all the principal theatres
in New York.*

Common Errors in Copy to Avoid

A Few Horrible Examples and a Handful of "Don'ts"

By S. E. Kiser

THREE is not in any trade a workman whose work is always perfect. In no branch of commercial activity is there a business man whose judgment and methods are infallible, and in no profession is there a single practitioner who is immune from mistakes.

It is, however, much easier to cover up errors in some trades and professions than in others. A doctor, for instance, may make blunders that are not apparent to the layman, and this advantage is shared by the lawyer, the architect, the mechanic and the financier. When a man whose profession is writing commits a solecism it cannot be concealed. It betrays itself to every educated person beneath whose glance it happens to fall.

This may account for the impression that an inordinate number of people who can't write are writing. The proportion of incompetent writers may be no greater than the percentage of incapable doctors or ill-qualified lawyers; but let me hasten to explain that it is not my purpose to offer excuses for the writers who have not learned to write.

My intention is to point out some of the common errors that I find in advertising copy. I hope I shall be able in doing this to help those who are at fault to see and correct some of their faults. If I can be of such service I shall have contributed something of real value to advertising, for I hold that every piece of badly written copy constitutes an assault upon the respectability of the advertising business.

Not long ago a big manufacturing concern published an advertisement in which the first line of copy took this form:

"It looks like we would have to again enlarge our plant."

There seems to be no escape from the split infinitive. It romps

through the pages of the newspapers and insists on getting into magazines; but its favorite haunt is the far-flung advertisement. Wouldn't it be something worth boasting about if the split infinitive could be banished forever from advertising copy?

Just for the benefit of copy writers who do not know what a split infinitive is I will set down a few simple directions here, so that the infinitive splitter who reads them will be able to proceed on his way without ever splitting another.

Here, then, is a split infinitive:
"The judge told him to quickly return."

One of the rules of English grammar forbids the separation of the particle *to* from the verb by an intervening word.

"To fully describe," "to immediately fill orders," "to absolutely guarantee" are some of the split infinitives that one finds most frequently in advertisements. Such mangling of the President's English is inexcusable when it is done by people who claim that writing is their business.

A RULE IS A RULE

Men who insist that advertising copy should be written in the language that is used in common speech will say that the public is too busy to worry over so small a thing as the split infinitive, and it will be impossible to deny the truth of their claim that ignorant people, as well as many citizens who have college degrees, show the infinitive no mercy in their ordinary conversation. Nevertheless, there are rules for writing—and for speaking, too—and violation of those rules is no proof that they are not worthy of consideration.

Even if it is desired that copy shall be plain and simple, is it not better and more natural to say: "Our agents are authorized to

make these prices effective immediately" than it would be to split an infinitive by saying, "to immediately make these prices effective?"

Further to elucidate for the benefit of the infinitive splitters: Write, "to explain fully," not "to fully explain;" "again to enlarge," not "to again enlarge;" "to specify clearly," not "to clearly specify."

In the sentence which I have quoted from the advertisement of the big manufacturing concern there is another offensive bit of boggling, namely, "It looks like we would have to."

I have heard apologists for that sort of stuff call it idiomatic English. I call it idiotic drivel. It isn't English at all.

"It looks like it was going to rain," "It looks like I would not get through in time," and like misuse of the word *like* where "as if" is meant may be regarded always as direct evidence of ignorance. One may forgive a driver on a coal wagon for uttering such an expression, but there can be no excuse for a professional writer who permits that sort of stuff to get into his copy.

Another slovenly habit that many writers share in common involves omission of the noun from simple sentences which require it, as: "Many seem to think," "Many are convinced," "Some are opposed to doing so," etc. Many and some *what*? Men, women, or children?

In an advertisement which I found the other day, the advertiser, or his copy writer, made this statement: "We have had exactly the same experience."

Of course that was not true. No one can have exactly the same experience that another has had. It is possible to have a like experience or a similar experience, but not the same experience.

Some of the mistakes one finds in printed copy are so obvious that it seems as if the types, rather than the typewriter, must be responsible for them. For example:

"Owing to our improved pro-

cess, its adhesive qualities are not effected by weather conditions." But when we find *most* used indiscriminately as a substitute for *almost* we must attribute the blame to the writers of the copy.

"We have agents in most every town;" "you can get it at most any grocery," and "most all drugists handle it" are some of the common misuses of a word that is all right in its place, but, like a perfectly good thumb in excellent soup, all wrong where it doesn't belong. There is no more justification for the employment of an adjective where a pronoun is required than there would be for the use of sugar in a recipe that called for salt.

Last is another word that is much abused. How often it is forced into service where *latest* should be on duty.

"Our last model is a wonder!" exclaims an automobile manufacturer who doesn't mean what he says. He will produce another model next year, consequently the model which excites his enthusiasm now is not his *last*, but his *latest*.

ARE THEY TRIFLES?

Here my little lecture is interrupted by someone who, being concerned with large affairs, asks:

"What's the good of bothering over such trifles? Everybody knows what the advertiser meant, even if he didn't say it exactly. As long as you get yourself understood, what's the difference whether you talk like a schoolmaster or not?"

To such critics I reply that the boy who says, "I didn't do nothing" makes his meaning clear enough, but the fact that his statement is ridiculous remains.

A manufacturer who is producing automobiles will not employ a workman who places parts where they do not belong. Everything, down to the smallest bolt or screw, must go into its proper position. There is a right way of putting the car together, and the manufacturer is right in demanding that it shall be done in that way.

Why, then, should he be satisfied with anything less than the right use of words in his advertising copy? Since there is a right way to write, can there be any justification for writing that is wrong?

In another automobile advertisement I find this assurance: "The Dreadnaught is a more usable car than any of the five models we produce." Literally, this means that the Dreadnaught is produced by some other manufacturer. What the advertiser intended to say was: "The Dreadnaught is a more usable car than any of the rest of the five models we produce."

A small matter, perhaps, but the manufacturer would hardly have forgiven his engineer for leaving a couple of essential parts out of his motor.

Misuse of the word *employ* as a noun occurs with disconcerting frequency in advertising copy. "We have only trained men in our employ," "Every man in our employ is a specialist," and so on. Why do copy writers drag in *employ* when they mean *service*?

"It don't wear off" is an assertion that I found in a recently published advertisement. Perhaps the advertiser was his own copy writer. I hope he was. In that case, he may have been so busy trying to build up trade that he had no time to find out that *don't* is an abbreviation of the words *do not*.

Let us be charitable enough to assume that home-made copy also was used by the Chicago merchant who advertised: "Victor records radiate the joyful, elevating spirit of good will."

It may be said that what I have written here ought to be addressed to schoolboys in the primary grades, rather than to men who have found places for themselves in the business world. My answer to such criticism is that men who make elementary mistakes need elementary instruction.

I admit that something more than acquaintance with the rules of syntax is necessary for the production of good advertising

copy, but I will not admit that the copy writer who is ignorant of those rules can do his work as well as he would be able to do it if he were master of them.

If proper composition is not important, why be governed by any of the regulations which the grammarians have formulated or which custom has established? The politician who said "He seen his duty and he done it" was no more absurd than is the advertiser who publishes the following announcement: "Between our customers and we there are no middlemen."

ADVERTISERS EXPECT GOOD ENGLISH IN THEIR COPY

Let no copy writer make the mistake of assuming that advertisers are not keenly alive to the importance of good English in the advertisements for which they are paying. I never have had any experience with an advertiser who failed to give careful attention to the composition of the copy submitted for his approval. My own experience and the experiences of other copy men with whom I have discussed the subject lead me to the conclusion that advertisers generally demand propriety no less than vigor in the construction of the advertisements for which they are to become responsible. If copy that is badly written finds its way into print now and then it proves simply that one advertiser out of twenty or one out of fifty, perhaps, may not be able to detect inaccuracies in composition.

It is important, therefore, to remind copy writers who have not informed themselves on the subject that doing violence to rhetoric is likely to be about as expensive as failure to be forceful.

No attempt can be made here to set forth all the rules governing proper construction; but it may not be out of place to offer simple directions for avoidance of a few of the errors which are frequent in advertising copy.

Don't write: "Our volume of business is greater than any coffee house in the country," when you mean "greater than that of

any other coffee house in the country."

Don't write: "The three last" when you mean "the last three."

Don't write: "each other" when you are referring to *more than two persons or objects*. Example: "The eight cylinders co-operate with each other exactly." Eight cylinders may co-operate with *one another*; two cylinders may co-operate with *each other*.

Don't write: "Badly needed." Nothing is badly needed. Many things are much needed.

Don't write: "We have agents in every city and town who will supply you with necessary parts." This is a better form: "We have in every city and town agents who will" etc.

Don't write: "You will like it better, because it is different." Better than what and different from what?

Don't write: "Everyone may see for themselves." "Everyone may see for himself" is correct.

Don't write: "There is no one but what will agree that," etc. Say: "There is no one who will not agree."

Finally, don't write: "Mrs. Secretary Daniels recommends Pond Lily Soap."

Mrs. Daniels is not secretary—not, at least, for publication.

Would Sell State's Ballots as Waste Paper

Efforts to amend the Wisconsin law, which requires that election ballots must be burned after the official count, have been started so that the large quantities of paper may be sold as waste. The movement follows the official destruction of several tons of old ballots at the Milwaukee, Wis., courthouse. Wisconsin paper-mill managers, to whom the idea of such a change in the law at first appealed as touched with humor, later said that there may be something in the idea, considering the vast quantities of election ballots that are burned throughout the country annually, and particularly after a national election.

Resigns from Maxwell Dealers' Service Division

D. W. Moore, who has had charge of the dealers' co-operation division of the Maxwell Motor Company, of Detroit, has resigned.

Paint Manufacturer in Dye-stuff Field

The Sherwin-Williams Company, Cleveland, paint manufacturer, has become an important factor in the dye industry in the United States, according to C. M. Lemperly, the company's advertising manager.

"For a number of years this company has been engaged in producing colors from intermediates which were previously imported," Mr. Lemperly says in the *New York Journal of Commerce*, "but the urgent requirements in many of the industries which consumed dyestuffs resulted in the company taking the initiative in extending its operations to include the manufacture of intermediates."

"In the past year and a half building operations have been under way and completed which have placed this company as one of the foremost manufacturers of intermediates and dyes used by the textile, printing ink, paper, paint and leather trades. The production is of the highest type and in quantities sufficient to take care of the immediate requirements as well as a schedule so regulated as to furnish materials to the consumer for annual requirements. A corps of chemical engineers has made wonderful progress in the building of complete units for permanency and constantly increasing quantity production.

"Extending its operations also for basic materials, the company operates plants for the manufacture of some organic chemicals and manufactures glacial Acetic Acid, partly with a view to utilizing by-products, also following the course of a well-defined policy of natural though conservative development. The company is producing a number of dyestuffs for textile and similar uses, and is gradually adding to and augmenting the line."

National Association Acts Against Cancellations

At the last annual meeting of the National Boot and Shoe Manufacturers' Association the following resolution respecting the cancellation of orders was adopted:

"Resolved, That the National Boot and Shoe Manufacturers' Association, in convention assembled, concurs in the action of the National Shoe Retailers' Association, to secure more certainty in business, represents to its members that, beginning with the fall season of this year, except where cases of confirmation of order is required, they instruct their salesmen to take only signed orders for merchandise."

J. M. Finley, formerly with the *Seattle Post-Intelligencer*, and later advertising manager of the *Business Chronicle*, of Seattle, has been appointed advertising manager of the *Fresno, Cal., Herald*.

Suppose a Doctor Should Say to You:

"LET me show you some samples of the pills I gave to Col. Wilgus."

You would come back at him like this:

"Never mind the pills, Doc—how about the Colonel? Is he alive or did he die?"

We can show "samples" of printing as interesting and as beautiful as anybody can. But we seldom do.

They don't prove anything. Beautiful printing is common.

Your business is different from anybody else's—in some respects.

Those differences must be strongly, vividly, compellingly reflected in your printed matter.

Which means that every slant

and angle of your business must be carefully *studied*—and your printing based on the result of that study.

* * *

This organization is rich in MEN—men who have the ability and the experience which enable them to go into your problems and your needs from

a business as well as an artistic and technical standpoint.

We can plan and execute printed matter for you which will fit your own

individual requirements—and therefore go out and bring in the business.

We say we can because we do.

We want to *show you*—not "samples" but Results.

It is up to you to put it up to us.



THE ETHRIDGE ASSOCIATION of ARTISTS

NEW YORK OFFICE
25 E. 26th Street

CHICAGO OFFICE
220 S. State Street

DETROIT OFFICE
809 Kresge Bldg.

150,000 CIRC FOR NO. 1

This is the amount of circulation that your advertisement will receive over and above our guaranteed circulation of 150,000 net paid copies (A. B. C.) if you use the April issue of Extension Magazine.

The reason for the doubled circulation of this particular issue is that in this issue will appear the answer of the Catholic Church to the campaign of calumny being waged against it in the interests of Carranzista Mexico.

Knowing the criticisms against the Catholic Church with regard to Mexico to be untrue, the Catholics of the United States are awaiting with impatience the April Number of Extension Magazine. Thousands of extra copies have already been ordered, although no appeal has yet been made.

An appeal will be mailed to 180,000 Catholic laymen and over 19,000 Catholic Clergy, within the next few days. They will be asked to purchase at half price as many copies

EXTENSION

Member of the Audit

LEE & WILLIAMSON, Eastern Representatives
Eastern Advertising Offices
Flatiron Bldg., New York

CIRCULATION NOTHING

as they can afford to buy; with the understanding that Extension Magazine will address and mail these copies to the lists of names selected by them.

This issue will be sent to thousands of non-Catholics as well as hundreds of thousands of Catholics. Monsignor Kelley, President of The Catholic Church Extension Society, predicts that the April issue of Extension Magazine will have a circulation of over half a million copies, and that the April issue will be the most thoroughly read of any issue ever published.

Do you want to take advantage of this extra circulation without any additional cost? We have not time to raise our rate for this one issue and so you may buy space in the April issue at 75c per line—Wire reservations at our expense immediately as first forms will close on March 5th. We guarantee 300,000 circulation. We have over 150,000 regular subscribers. You pay at the 150,000 rate. The extra circulation costs you nothing.

ON MAGAZINE

audit Bureau of Circulations

F. W. HARVEY, Jr.

General Manager

General Offices—223 W. Jackson Blvd., Chicago

JAMES K. BOYD

Advertising Manager

Why THE BULLETIN

Continues to be Read in
Practically Every Home in
Philadelphia at 2c a Copy

For twenty years The Bulletin has been making up its news and advertising pages to please the reader—the interests of the reader have been paramount—and in this time has grown from less than 20,000 copies a day to the largest newspaper in Pennsylvania, and one of the ten largest in the United States.

The fact that while a 1c. newspaper for many years, its daily net paid circulation for the year 1916 averaged 402,644 copies a day, and the fact that with the increase to 2c. a copy, which became effective January 29th, 1917, it continues to be read in practically every home in Philadelphia is unmistakable evidence of the confidence and esteem which the people of this community have in their evening newspaper.

It is this policy of presenting all the news of the day, as well as the advertising, in a manner which is easy to read and pleasing to the reader that has made The Bulletin the family newspaper of Philadelphia homes, and it is this confidence of the reader in The Bulletin that has made The Bulletin the greatest sales-producing factor in the Philadelphia market.

Despite the advance in selling price from 1c. to 2c. made compulsory by the increased cost of print paper and practically every item that goes into the making of a newspaper, The Bulletin still holds—by a margin equal, if not greater than ever—the dominant place among the advertising mediums in Philadelphia.

A newspaper that can hold the confidence of its readers at an advanced price and continues at the same time to carry an increasing volume of business, proves conclusively its supreme value to the community and its real worth to national advertisers, manufacturers and merchants desiring prompt and profitable returns from their advertising investment.

*The Philadelphia Evening
Bulletin has the largest 2c.
circulation of any news-
paper in the United States.*

You can at one cost reach the greatest number of possible consumers in the Philadelphia market each day by concentrating in the one newspaper which is read in practically every home in Philadelphia—The Bulletin.

Armour Opens Campaign for New Breakfast Food

Starting in Home Market Work Will Spread by Zones Until National Distribution Is Completed

THE much-talked-of campaign for Armour's Oats, announced in *PRINTERS' INK* some weeks back is getting under way. Advertising is scheduled to start this week in Milwaukee which will be extended to 125 cities throughout the Middle West as rapidly as distribution permits. Combination of liberal newspaper space and poster advertising will be used in each city.

The position occupied for years by the Armour Grain Company, as one of the world's largest handlers of grain, brought suggestions to J. Ogden Armour of the advisability of entering the cereal manufacturing business. Numerous illustrations of economic utilization and distribution of primary and by-products warranted the belief that an Armour cereal product would offer similar advantages to the trade and the consumer. In the utilization of by-products the company concluded that it had neglected opportunities which other grain companies were turning into capital. Two years ago an investigation was made to ascertain market and trade conditions and the kinds of cereal foods offering the greatest opportunities for merchandising and utilization of by-products. Armour's Oats is the first step. Around this product a family of cereal foods will be built which will multiply the activities of the company in the merchandising of by-products, such as stock and poultry feeds.

Long popularity of some brands has led many not familiar with the situation to assume the approach of a saturation point in the rolled-oats market. Geo. E. Marcey, president of the Armour Grain Company, however, is of the opinion that a new advertised brand sold along lines of clean competition, without price-cutting, free deals, or other trade abuses,

will have the effect of increasing the general consumption and mean better business for all concerned. This opinion is borne out in a number of instances by manufacturers who have put several advertised brands on the market on the principle that a few strong brands create more general consumption than a single brand or a multiplicity of unadvertised brands on which prices are cut.

HOW OVAL LABEL PRESTIGE WILL HELP

Pioneering of other manufacturers and the asset of a well-known trade name does not altogether relieve the company from many problems confronting any new advertiser. The copy, however, borrows from the established good will of the packing company by pointing out that: "Armour, the world's largest food purveyor, now offers you the country's choicest oats, milled according to the most improved methods and delivered fresh and sweet in airtight moisture-proof packages." No effort is made further than this to tie up the packing company and the breakfast food—in fact, the package and the advertising have both been carefully planned to avoid the impression that the product is being put out by the packing company. To that end a new trade character has been created, which appears prominently in all copy, as well as on the package.

"It is our belief," said C. J. Butterfield, general manager of the cereal department of the grain company, "that in order to make the most out of a campaign it is essential that the plan provide for some automatic tie-up between the advertising and the product on the dealer's shelf. We believe that a trade character of this type provides this factor, because it catches the public fancy and is

easily remembered." As a further stimulant of repeat sales, recipes will be included with each package, as well as a circular describing an oat recipe contest.

Back of this campaign will be placed the nation-wide distributing organization of several thou-

dealer had in some way heard that Armour was about to put out a new breakfast food and he wanted it. As the dealer told the salesman, the fact that it was an Armour product was all that he wanted to know about it.

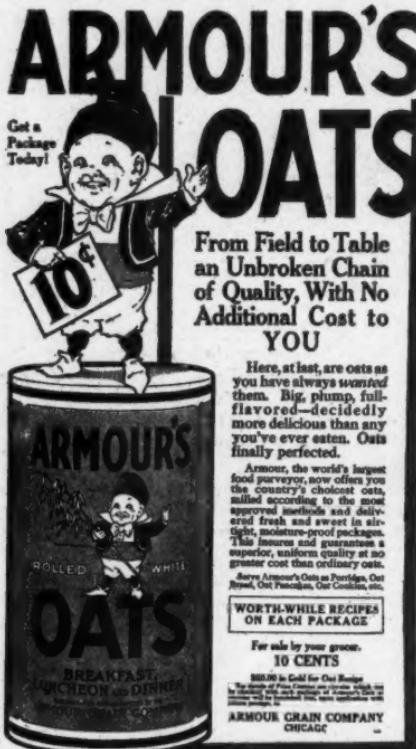
With true Armour self-confidence, the company does not for a moment doubt the success of the new undertaking. Instead of waiting to "see what happens," as so many new advertisers do, plans are already under way for a complete cereal plant near Kansas City. Another big mill at Buffalo has been taken over, and machinery for the milling process is being installed. Thus the new company, with its Milwaukee mill, will soon have in operation three strategically located mills enabling it to put the product into any market under most advantageous conditions. Work is already in process on plans for a semi-national campaign, pivoting on these distributing points, to get under way as soon as production problems are overcome.

Advertising men are particularly interested in the campaign, in view of the fact that the Armour Grain Company, one of the world's largest handlers of grain, is an enterprise of J. Ogden Armour's, who has proved to be a staunch believer in advertising.

New Accounts of Kansas City Agency

The Morey Mercantile Company, Denver, has placed the Ferry-Hanly Advertising Company, Kansas City, in charge of its advertising. This agency has also secured the accounts of the Odessa Manufacturing Company, Oklahoma City, and the H. D. Lee Mercantile Company, Kansas City.

H. C. Dart has joined the force of the Power, Alexander & Jenkins Co., advertising agency of Detroit.



**NEWSPAPER COPY WHICH IS TO BEGIN THE
CAMPAIGN**

sand salesmen. The sales force was coached in the sale of the new cereal at a field meeting held in Chicago early in January. An interesting fact was brought out at this meeting, which shows the value of trade-mark advertising as applied to introducing new members to a family of advertised products. It seems that the first sale of the new breakfast food was made by a salesman working out of the Racine, Wis., branch, who was not in any way familiar with the product. The



Help Your Boston Salesmen

Chart your salesmen over the Boston territory—help them cover the city with greater speed and certainty—relieve them of route-list worries.

The Merchandising Service Department of the Boston American will co-operate with your salesmen—show them all the short cuts by supplying *Trade Maps* for their use while in Boston. These maps show the exact location of grocers and druggists—arranged in order of call.

This department will help your men map out the Boston canvass—help them secure a strong grip on their work. Have them call and talk it over.

BOSTON AMERICAN

80-82 Summer Street,

Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE: 1789 Broadway

CHICAGO OFFICE: 504 Hearst Bldg.

James Keeley

has been over "investigating" the markets, and, of course, with his wonderful acumen has discovered just what he wanted to find.

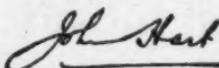
Trade is reciprocal in normal times, and when times get back to the normal,

Great Britain

will offer a most wonderful market to enterprising folk.

London Opinion

enables you to feel the pulse of that market at slight cost. It is the best index you can use.


John Hart
Advertising Manager

LONDON OPINION

67 & 68 Chandos St., London, W.C.

Hello, our little house organ comes monthly on request.

Chicago Salesmanship Club Organized

The Chicago Salesmanship Club, whose initial conference was announced in PRINTERS' INK for February 8, was formally organized last week with a membership of 250 salesmen. The club becomes the local branch of the World's Salesmanship Congress. The following officers were elected: W. H. Hill, American Radiator Company, president; E. M. Skinner, Wilson Brothers, vice-president; G. R. Washburne, Continental and Commercial National Bank, treasurer. The secretary will be appointed later.

Business Publishers Discuss Subscription Methods

Subscriptions—methods of acquiring, justification for raising price, etc., etc., formed the topic for discussion at the dinner of the New York Business Publishers' Association, Monday evening, February 19. Some who have raised the price told how and why, others related how they had increased their lists, the matter of renewals was touched upon, and the discussions followed a similar trend.

James H. McGraw, president of the McGraw Publishing Company, paid a high tribute to the subscription agent or manager, saying that he placed the subscription department second only in importance to the editorial department. It was as a subscription agent, he said, that he first entered the publishing business.

"I began my work as a subscription agent, and I'm proud of it. I have no patience with anyone who minimizes the importance of that department."

He told once of meeting William H. Boardman, of the *Railroad Gazette*, now the *Railway Age Gazette*, and David Williams in the New York office of a prominent railroad. He said that when they came away, Mr. Boardman took with him, from the president fifteen subscriptions for his paper.

"At that time," he continued, "I owned only the *Monthly Street Railroad Journal*. Mr. Boardman gave me a real lesson, and from that time I spent more time on subscription matters. I raised my subscription price from \$2 to \$4, and increased the circulation. Then everything was horse-cars, and the subjects handled in the paper were such matters as hay, fodder, the kind of horses, etc. After a while, when power came in, we went down the line to men getting anywhere from \$150 to \$100 a month, perhaps. These men were such as superintendents of power, etc., and important to our advertisers, so we decided to put the subscription price back to \$3. Formerly we had been read chiefly by presidents and general managers. Who can say that we made a mistake? I can't. If we had gone up to \$5, we'd have lost a lot of those \$100 men, who are nevertheless valuable to our advertisers."

Mr. McGraw said that whether it was good business to raise the subscription

price of a paper depends on local conditions surrounding that paper.

"If a paper has a soul," he concluded, "if it is needed, don't hesitate to raise the subscription price, if you're not getting enough for it. The business men of to-day want the service."

Franklin T. Root, of the *Dry Goods Economist*, told how his company had raised the subscription price from \$5 to \$6. He said that they decided finally to raise the price enough to compensate them for the increased cost of paper, and that the added dollar has just about equaled the differential as against two years ago.

Other speakers were Walter D. Gregory, of the David Williams Company; Fred P. Fraser, of *The Haberdasher*, who told how human-interest letters proved his best subscription getters, and George Henderson, advertising manager of *Nugent's Bulletin*.

Appointments to Federal Trade Commission

President Wilson has nominated William B. Colver, of Minnesota, and John Franklin Fort, of New Jersey, as members of the Federal Trade Commission, to succeed Edward N. Hurley, who recently resigned, and George S. Rublee, who served on the Commission until last fall but whose appointment was not confirmed by the Senate.

Mr. Colver has been for a number of years editor-in-chief of the "Clover-Leaf" papers—the *St. Paul News*, *Minneapolis News* and *Omaha News*. Mr. Fort was a former governor of New Jersey.

Gilchrist With Philadelphia "Press"

E. L. Gilchrist, formerly connected with the automobile advertising department of the *Philadelphia Record*, has been appointed advertising manager of the *Press* of that city.

A. E. Hera has left the staff of the *Record* to take charge of the classified department of the *Press*.

Death of Henry Burlew

Henry Burlew, who was formerly associated with the advertising departments of several magazines published in New York, died on February 3rd at his home in Glenolden, Pa. For a number of years he had been at the head of a direct advertising business in Philadelphia.

Leaves Lehigh Portland Cement Company

W. A. Fuchs, for four years assistant sales manager and advertising manager of the Lehigh Portland Cement Company, Allentown, Pa., will become merchandising director of the Associated Artists of Philadelphia on March 1.

Real Economy

If your printed advertising produces what it should, it doesn't cost you anything regardless of what you paid for it.

If it doesn't produce what it should, it is dear at any price.

When you need printed matter do you think of it as so much art, engravings, ink and paper?

Or do you buy brains that are trained to make the technical elements of printing produce real Salesmanship in Print?

Get our story in booklet form—it's free.

ARROW PRESS INC.

"*Salesmanship in Print*"

320 West 39th Street
N E W Y O R K
Phone, Greeley 329, 330, 331

Scant Attention Paid Advertisers by Congressional Committees

"Is It Worth While?" Is the Query of Some Advertising Men Who Have Made a Special Trip to Washington to Appear Before Committee

Special Washington Correspondence

WHY are the advertising men not here to state their side of the case?" This and similar inquiries were heard frequently in the galleries and corridors at the United States Capitol during the week that the United States Senate was engaged, off and on, in debate on the proposition to increase second-class mail rates by means of an amendment to the annual Post-Office Appropriation bill. The questions, too, coming as they usually did from laymen, seemed logical enough because the whole Senatorial debate bristled with references to advertising as something quite beyond the pale of Government sanction or support.

But is it really worth while for the advertiser to go to Washington to combat Congressional prejudice, either on behalf of his own immediate interests or the common cause of justice to advertising? This is a question that has been asked repeatedly by manufacturers and advertisers over a long span of years. It was asked when our present trade-mark law was in the making in 1905. It was repeated, with many a wry face, when Congressman Oldfield was rampant with his patent revision bills, and it was reiterated throughout the hearings on the Stephens bill. Never, however, has the futility of reasoning been more strongly indicated than during this winter's discussions of the second-class rate increase—if for no other reason than that the subject has been so thoroughly threshed out that added argument seems superfluous.

That the advertisers and publishers were not at the "Senate wing" in force to protest against a doubling of the rate on periodicals is explained primarily by the fact that they were not asked. More than that, the subcommittee

of the Senate Post-Office Committee, which revised the bill as it came over from the House, discouraged such opponents of a rate increase as volunteered to appear before it. Incidentally, it may be remarked that it is not certain that there is not some explanation or apology due the men who were told that the committee would grant no hearings on the subject, in view of the fact that the subcommittee granted time to Robert J. Bulkley, of Cleveland, representing the National One-Cent Letter-Postage Association, to berate "the publishers who benefit at Government expense by almost free second-class mail rates" and to discuss the "very radical readjustment of the periodical-publishing business" which would follow the establishment of a rate of $8\frac{1}{3}$ cents per pound, for which, he predicted, some members of Congress "would undoubtedly be willing to vote."

CHICAGO AGENT WAITED THREE DAYS FOR A HEARING

After all, however, may not the aversion of many advertising men to "missionary work" be due to what might be termed physical features of the situation—notably the time-frittering methods of the sinners it is sought to save? A recent experience of Stanley Clague, of Chicago, suggests that this may be the case. It is an experience that may appear commonplace to pilgrims who have traversed the same road, but it seems worthy of recital because it is recent and because it is so typical.

Mr. Clague went to Washington representing the Western Advertising Agents' Association, which places an aggregate of between \$40,000,000 and \$50,000,000 worth of advertising a year, and with authority also to speak for the New York Advertising Agents'

HOME LIFE

is pleased to announce that

Mr. Norman J. Lott

is now associated with its
Western Advertising organi-
zation.

HOME LIFE PUBLISHING CO.

J. E. FORD
Western Advertising Manager
Chicago

February 19, 1917.

Association, which spends approximately an equal amount for advertising space. His mission was not to protest against the proposal to increase second-class rates, but to oppose a Congressional ambition closely allied with the one just mentioned; namely, the scheme to deny the privileges of the mails for the circulation in "dry" territory of any advertisements of liquor, either in the form of circulars or in newspapers or periodicals. It was an opposition, be it added, which was provoked solely in resentment of the curtailment of the freedom of the press and the restriction of advertising as a broad principle, rather than as a specific defense of liquor advertising.

A date had been set for the hearing at which Mr. Clague was to have an opportunity to address the Post-Office Committee of the House of Representatives, but for three days the witness from Chicago was left cooling his heels in the ante-room while the committee listened to dissertations by members of Congress and residents of Washington, who could presumably appear quite as conveniently on one day as another. It was, in short, a repetition, with variations, of the courtesy extended a few weeks ago to witnesses who journeyed to Washington from St. Louis and other distant points in the expectation of being heard on the subject of the Stephens bill.

Be it said to the credit of Mr. Clague's spunk that he did not let the slight pass unnoticed when he finally got the floor. Addressing the committee he said: "The publishers of this country and the editors are so busy that they cannot come down here and wait day after day. I have had my first experience, and I do not blame the publishers for not coming down."

The heckling that advertisers are often subjected to by members of Congressional committees must be taken for granted, but many a manufacturer has resented keenly the leading questions which he has been asked with respect to intimate details of his business.

If these questions were always germane to the cost of production of the advertised article under scrutiny the case might not be so bad, but very often the cross-examination wanders far afield. For example, a few weeks ago, President A. P. Loring, of the Plymouth Cordage Company, appearing as a voluntary witness before a Senatorial subcommittee, was quizzed not only on the subject directly in hand but with reference to the ownership of stock in his corporation, the wages and hours of employees and what not.

MAJORITY OF COMMITTEES OFTEN ABSENT

A disillusionment that has prompted many an advertiser to say "Never again" is the discovery that after sacrificing the time to journey to Washington he is privileged to address only a small portion of the membership of the Congressional committee that had promised him a hearing. Although committee hearings are usually held during the morning hours, when Congress is not in session, it is almost unheard of to find the full membership of a committee present, unless perhaps at the opening session. There were hours during the recent hearings on the Stephens bill when only one lone Congressman out of a committee membership of twenty-one was on the job to hear witnesses who had journeyed thousands of miles and waited days for the summons. Under such circumstances it is always explained that the hearings will be printed so that not merely all the members of the committee but all members of Congress can read them, but no person who knows aught of Congressional habits is ever deceived by that platitude.

Addition to Staff of Paul Block, Inc.

Charles R. Sanderson has joined the soliciting staff of Paul Block, Inc., and will be located in the New York office. For a number of years past he has represented the Munsey newspapers. Before that he was associated with the *New York Press*, *Brooklyn Eagle* and *Elmira Sunday Telegram*.

PRINTING SERVICE FOR ADVERTISERS

You can buy printing equipment anytime as good as that in the best shops in the country, but it takes years to develop an organization that can render a service as satisfactory as Poole Bros.



POOLE BROS. CHICAGO

America's Magazines —their place in the Sun of Commerce

Their place in America's homes—millions of homes—that's an old story. Their place in commerce—that's newer. Their place in homes—educating, entertaining, inspiring—that has grown in the slow, steady strides of America's progress; their place in Commerce, by "leaps and bounds" alongside of the young giant of advertising.

Their place in Commerce depends upon their ability to sell things: ability to create a demand, and therefore a market, where no demand or market existed before; their ability to reach people and make them think—to carry a commercial message and impress it in the brains of commercial men and women and in the taste of good and bad taste; their ability to build up and maintain commercial Good-will which business men yearly translate

What hours and days of women's work have been saved by various varieties of factory-preserved foods—from pickles to pineapples—made known through magazine advertising!

There was no crying need for a handy camera, no demand for an inexpensive watch, yet in magazine advertising the makers of both made them equally famous.

It required education to get people to accept "ready-made" music, but its creators educated the people so masterfully through magazine advertising that music is now practically universal *in America*.

advertising that music is now practically universal

reach people and make them think—to carry a commercial message and impress it in the brain of the consumer, and in the taste of foods, their ability to build up and maintain commercial Good-will which business men yearly translate into assets worth millions of dollars.

For instance: There was no demand or market for fountain pens when the pioneer, only by much persuading, launched his venture in a magazine in 1884. Yet a Nation, and then the world, were opened up to his, and later to other men's, fountain pens.

Maybe you, Mr. Manufacturer, are making some article which Magazine Advertising can place in the homes of millions of people. We shall be glad to discuss ways and means with you.

their way to popularity until the maker began to "feel out" the people with his "Health depends upon Sanitation" idea in magazine advertisements. That idea the magazines turned into a national hobby.



NATIONAL PERIODICAL ASSOCIATION
(FOR FIFTEEN YEARS THE QUOIN CLUB)
FIFTH AVENUE BUILDING, NEW YORK CITY



Ainslee's
American Magazine
Century
Christian Herald
Collier's Weekly
Continent
Cosmopolitan
Country Life
Countrywide Magazine
Every Week

Farm and Fireside
Garden Magazine
Good Housekeeping
Harper's Bazaar
Harper's Magazine
Hearts'
House and Garden
Independent
Judge
Leslie's Weekly

Literary Digest
McCall's
Metropolitan
Mother's Magazine
National Geographic
Outlook
Popular
Red Cross Magazine
Review of Reviews
St. Nicholas

Scribner's
Short Stories
Smith's
Something To Do
Sunset
To-day's Housewife
Vanity Fair
Vogue
Woman's Home Companion
World's Work

A Land of Plenty

In Which to Advertise

The Place

Southern California will receive, in the next six months, \$30,000,000 for Citrus Fruits alone.

The Time

This, with other huge amounts of cash from sales of canteloupes, vegetables, petroleum, cattle and cereals, and from the tremendous tourist season, goes into general circulation, and

Everybody Has Money to Spend.

Now, and for the next six months, the liberal spenders of this section will Buy Your Goods, if you have what they want.

The Medium

The Los Angeles Examiner, by A. B. C. reports, has the largest morning and Sunday circulation in Southern California, by many thousands of copies. It has the highest class of readers. It declines whiskey and other objectionable advertising.

The Large, Clean, Wholesome, Home Newspaper of its territory is the

Los Angeles Examiner

M. D. HUNTON,
AMERICAN CIRCLE BLDG., NEW YORK.

W. H. WILSON,
HEARST BLDG., CHICAGO.

A d v e r t i s e r Wins Case for Protection of "Pep-O-Mints"

Court Issues Injunction Against
"Peptomints" on Grounds of
Unfair Competition—Affords
Protection Against Deception—
Similar Names for Chewing-Gum
and Mints Permissible

A FEW weeks ago PRINTERS' INK published an account of the advertising, trade names and trade-marks of the Mint Products Company, which produces "Life Savers" in various flavors, "Pep-O-Mint," "Cl-O-ve," "Wint-O-Green," etc. It was pointed out that the company has, for the last year or so, been playing up the name "Life-Savers" in its advertising, and putting the soft pedal on the word "Pep-O-Mints."

Now "Life Savers" as a name for mints is a good technical trade-mark, since, though it consists of common English words, they are applied to a product which they do not describe and which has never before been so designated. "Pep-O-Mint," on the other hand, it was pointed out, is merely a misspelling of the word "peppermint," and therefore doubts were felt by the advertiser as to whether it could legally be claimed as a technical trade-mark, since no single concern may monopolize such a generic, descriptive term for its private trademark.

However, the same word may be a bad *trade-mark* and a good *trade name*, the difference being that the first is entitled to protection by the courts against *any* infringement, whether calculated to deceive the public and result in the palming off of one man's goods as another man's product, or not; while the latter, in common with the general appearance of labels, packages, cartons, etc., is to be protected *only* where such deceptive appearance exists, resulting in what the law denominates "unfair competition."

Proceeding on this theory, the Mint Products Company has just won a signal victory in the United States District Court for the Northern District of Illinois, Eastern Division. On February 8, 1917, Albert B. Anderson, District Judge, in that court, granted an injunction perpetually restraining the L. P. Larson, Jr., Company "from engaging in unfair competition with Mint Products Company and from putting up, dressing up, marketing or selling a mint lozenge under the trade name or mark 'Pep-O-Mint,' or any simulation thereof as to style of lettering, or letter arrangement and design, or so wrapped in labels or contained in cartons that may be mistaken for the goods of the Mint Products Company." The cause was referred to a Master in Chancery for an accounting of profits earned by the defendant through the unfair competition complained of, and therefore to be paid to the Mint Products Company, and a cross-bill filed by the defendant was dismissed for want of equity.

The L. P. Larson, Jr., Company's product was selected by the Mint Products Company as a basis for suit, because it was the first of the many imitations of the company's goods to appear, and because of the use of the word "Peptomint," but legal action will shortly be taken against other imitators. Advertisements are now appearing in newspapers circulating where the L. P. Larson, Jr., Company distributed its product announcing the issuance of the injunction and notifying dealers that they are liable to suit if they purchase the infringing packages after this warning.

IMITATION WAS CLOSE

How closely the defendants imitated the get-up of the Mint Products Company's goods is shown by the fact that the famous hole in the center of the "Pep-O-Mints" was approximated by a recession in the middle of the "Peptomints" so deep as to make them translucent at the center. The points of similarity

are thus summarized in the complainant's brief:

- (1) The use of white letters for the words "Pep-O-Mint" and "Peptomint";
- (2) The graduation of the letters in the words, the longer letters being at each end and decreasing in size towards the center;
- (3) The accentuation on the letter "O";
- (4) The displaying of the words "Pep-O-Mint" and "Peptomint" upon a royal purple or dark blue background;
- (5) The use of gold lines at the ends of the label and longitudinal gold lines dividing the label into sections;
- (6) The labels are of the same length;
- (7) The length of the package is the same so as to leave two mints protruding beyond each end of the label;
- (8) The forming of an opening in the one case and the recessing of the lozenge in the other case until the wall of the lozenge is so thin as to be translucent;
- (9) The beveling of the edges of the lozenges to permit easy separation;
- (10) The use of white lettering of uniform height displayed on a purple background upon the cartons;
- (11) The separation of the letter "O" from the remaining letters of the words as displayed upon the Mint Products Company carton and upon the top of the Larson carton.

From the above it is evident that the package of "Peptomints" was very likely to be confused with "Pep-O-Mints" by the casual purchaser, who has no opportunity to compare the two, and who often merely glances at the label, sometimes in a dark store.

But what was the defendant's side of the case? Well, that's an interesting story, too. It seems that a year or so before the Mint Products Company put "Pen-O-Mints" on the market, the L. P. Larson, Jr., Company had been producing and selling "Peptomint" chewing-gum. So as soon as the former concern commenced the suit in question, the latter filed a cross-bill in its answer, praying for an injunction to restrain the Mint Products Company from using the name "Pen-O-Mint," which it alleged to be an infringement of its "Peptomint" chewing-gum trade name. An independent suit was also brought by the L. P. Larson, Jr., Company against the Lamont-Corliss Company which distributed "Pen-O-Mint Life Savers" for the Mint Products Company, on the same grounds and for the

same purpose. In both cases the L. P. Larson, Jr., Company's bills were "dismissed for want of equity"—that is, the court held that they did not show facts indicating that an injunction should be issued to protect "Peptomint" chewing-gum from the competition of "Pep-O-Mint Life Savers."

CHEWING-GUM AND CANDY IN DIFFERENT FIELDS

In the brief presented by counsel in behalf of the Mint Products Company and Lamont-Corliss Company, great stress is laid upon the distinction between chewing-gum and mint lozenges, and it is pointed out that the use of a distinctive trade-name in one field does not give a right to its exclusive use in other fields. Cases were cited in which various courts have held that the same descriptive properties do not apply to such articles as: candy and chewing-gum; soaps and hair-tonics; peroxide of hydrogen and distilled water; chamois and glazed kid; coffee and sugar, suspenders and hose-supporters, etc., etc. All of which means that unless the goods are liable to be substituted one for the other there can be no objection to the use of similar trade names. Where there is no competition there can be no *unfair* competition.

The victory of the Mint Products Company is a striking illustration of the fact that any trade name, whatever its nature, together with the distinctive methods of printing it, and of wrapping and labeling the product to which it is attached will be protected by the courts against such imitation as is likely to deceive the casual purchaser and to result in the marketing of one product on the reputation of another. In addition to this the law extends to what are known as "technical trade-marks" (that is, symbols, artificial words or ordinary words used in an extraordinary sense, such as "Life Savers" mints), a further and additional protection by enjoining any wrongful use when applied to similar goods, even though it may not be calculated to deceive.



PROF. CHARLES WM. BURKETT
Editor *American Agriculturist*

WHEN you see a considerable amount of live stock advertising in a farm paper you can safely accept it as a good advertising medium.

The farm paper that sells live stock must have a progressive, enterprising and well-to-do subscription list, because it is only the better class of farmers that are buying to get better blood in their live stock.

Inferior circulation will not sell live stock.

American Agriculturist during the years of 1915 and '16 carried 110,000 or more lines of live stock advertising; more in total and more in each year than any competitor covering the same field.

This amount of live stock advertising is splendid evidence of *American Agriculturist's* strength among the prosperous dairy farmers and live stock men.

And this is just one angle from which may be argued the high quality of the subscription list of *American Agriculturist*.

American Agriculturist is a weekly visitor in the homes of 125,000 substantial farmers in New York and nearby states, who take, read and fully appreciate this great agricultural journal each week.

Charles W. Burkett

Editor *American Agriculturist*.

ORANGE JUDD COMPANY

315 Fourth Avenue, New York City

"SOMEWHERE there is SOMEONE to whom my services would be more of a complement than to anyone else. From that person I hope to hear."

An advertisement I placed in Printers' Ink in 1902 ended as above.

I received only one reply: that from England, but it resulted in my engagement as "advertising expert" by four concerns in different lines of business, located in United States, Canada and England, and later into my becoming Manager for one of them, then Managing Director, which position I have just resigned, to take effect in August.

I again throw out the thought in the above quotation, expecting that it will in some way bring me in touch with that "Someone."

If you are not "that person" maybe you will know him by this description: He does not consider misrepresentation necessary or even permissible in his business, nor is he engaged in manufacturing or selling anything that may be detrimental to the health or morals of the people.

I have been particularly successful in gaining public confidence and goodwill, because I believe that the only sure foundation for any business is "SERVICE"—I use the word in its broadest sense.

I have had a varied and valuable business experience, including every activity from Officeboy to Chief Executive.

Have planned and carried out advertising campaigns in U. S., Canada and England.

Have designed and written booklets, circulars, envelopes, mailing cards, posters, street car cards; in fact advertisements for all circumstances and mediums.

Have considerable knowledge of the graphic arts.

My office experience, including the preparation and care of large mailing lists and my executive and general business experience, enables me to plan sales and advertising campaigns that work in harmony with all departments.

If it did not sound bombastic I would say that I can direct effectively every detail of a business (after the goods are manufactured) from packing the goods attractively for shipment to dealer or consumer to banking the money, and then install a system that will enable one to scrutinize every penny disbursed.

A noted advertising counsel once wrote of me: "He appears to be perfect in detail, and he is bright without being erratic, and thoroughly sensible."

SOMEONE SOMEWHERE needs me to complement his abilities for greater "service." From that person I hope to hear.

Address "COMPLEMENT," Box 236, care Printers' Ink, New York.

Periodical Publishers and Increased Production Costs

(Continued from page 52)

an increased price that it would make it necessary for me to increase the subscription price to *Field and Stream*."

IN TRADE AND TECHNICAL FIELD

The general attitude of the technical, trade, and class publications is reflected in the following excerpts from letters:

E. A. Simmons, president of the Simmons-Boardman Publishing Co., which issues five railway business papers, writes: "We do not intend to increase the subscription price of any of our publications. As to offsetting the big increases in the cost of production that we are facing this year, we believe that we can do this through increased gross business and by keeping a critical eye on expenses."

Of the McGraw Publishing Company's publications only one, the *Engineering Record*, has increased its rate. It is now sold at \$5 instead of \$3.

M. C. Robbins, general manager of the *Iron Age*, says: "We are either bearing the additional cost of paper and other materials ourselves, or are making it up in part by increased volume of advertising and some slight change in our advertising rate."

Chester W. Dibble, general manager of the Hill Publishing Co., publisher of five important business papers, writes: "We have not increased and do not contemplate any increase in the subscription price of our publications. Prices are still going up on some of the things we use in the manufacture of our publications, and we are frank to say we do not know when the limit will be reached."

Wilbur W. Nugent, of the Fairchild Publications, which include two dailies and three semi-monthlies—"Up to this time no increases in subscription rates have been

made on any of the Fairchild publications. In spite of the greatly increased production cost of all these publications there has been an effort, thus far successful, to avoid increasing subscription prices, by means of elimination of waste in connection with circulation and, incidentally, in other departments."

C. T. Hutchinson, manager of the *Mining and Scientific Press*, San Francisco—"In order to effect as great economy as possible in the operation of our business we have eliminated practically entirely the 'free list.' No unpaid copies are sent to anyone."

O. J. Elder, advertising manager of *Physical Culture*—"Although our monthly paper bills have been increased more than \$2,000 a month, we believe we will be able to stand this increased cost without placing any additional burden on our subscribers or advertisers."

Royal W. Allen, president of the Allen-Nugent Company, publisher of *Nugent's Bulletin* and other periodicals—"We have not increased the subscription price of any of our three publications, but are considering doing so on the *Bulletin*. *PRINTERS' INK* will be doing the trade papers of the country an incalculable benefit if it will agitate for higher subscription rates. If publishers are ever going to raise their subscription prices now is the time to do it."

Paul Meyer, publisher of the *Theatre*—"We contracted for a large quantity of paper, which was delivered, paid for and stored away in anticipation of the increase in the cost of paper, and therefore, for the time being, we are in a position to give to the subscriber all the benefit we may accrue from the present situation."

Ralph M. Bates, vice-president of the *House Furnishing Review*—"To attempt at this time to raise the subscription price by one trade paper when other trade publications are sending the dealer so many sample copies and offering him premiums and cut prices to secure his subscription would be unwise, as we do not believe the



Whether it's illustration or humorous writing, there's quality and attractiveness and timeliness in every line of every issue of *Judge*; the people in 130,000 homes, clubs, library cars and libraries get, through *Judge*, the best work of America's cleverest humorists and best illustrators. This week, for example:

S. E. Kiser
 John Kendrick Bangs
 Lawton Mackall
 Walt Mason
 Orson Lowell
 Laurence Fellows
 Strickland Gillilan
 Arthur Chapman
 Douglas Malloch
 Gordon Grant
 Clinton Scollard
 J. A. Waldron
 Gregory Hartswick
 F. L. Fithian
 Enoch Bolles
 and a score of others

Judge

The Happy Medium

Member Audit Bureau of Circulations

dealers would be willing to pay the increased price."

Edward H. Hayes, publisher of the *Retail Druggist*, Detroit, Mich.—"We have a contract with the printers that will carry us through the year 1917 at the old basis. Nevertheless, we have found it absolutely essential to increase our advertising rates, but have not deemed it advisable to increase our subscription price or increase our circulation."

The rank and file of the agricultural publications have not advanced their subscription prices. "The circulation department of the *Wisconsin Agriculturalist*," writes A. J. Wires, the circulation manager, "has always been run on a paying basis. For that reason we can maintain the circulation at our present price possibly easier than publishers who have found it necessary to resort to the use of premiums, subscription solicitors, clubbing offers, and such methods, none of which we use. If there ever was a time for publishers to clean house it is right now."

T. W. LeQuatte, advertising manager of *Successful Farming*—"We do not look upon the present paper situation as permanent. While it means an increase of \$38,000 a year on the same amount of paper that we used last year, it will be more this year because of increased circulation. We have not charged this amount back to either the advertiser or the reader except on that part of the circulation which carries a premium of some kind. We have endeavored to increase both our subscription and advertising revenue by keeping up the quality of the paper and the service which we render, and last year to the extent of an increase in our advertising revenue of approximately \$150,000. While only a percentage of this increased revenue can be classed as profit, it helps to take care of the increased cost of manufacturing, and any balance that may be left we are charging back to our profits when paper was low, or ahead to our profits when paper will again be lower than it is now."

Frederick L. Chapman, presi-

dent of *Better Farming*—"We are taking from our subscription department more than enough additional money to compensate us for the increased cost of production, and are giving our advertising clients a better service for the same money than they have ever received before."

Of the thirteen publications comprising the *Associated Farm Papers* only one has raised its subscription rate, and in that instance the increase in revenue does not begin to cover the \$22,000 increase in the cost of paper alone. Many of them are cutting down on the amount of commission allowed to subscription agents.

Irvin F. Paschall, advertising manager of the *Farm Journal*, Philadelphia, writes: "It does not seem right to us to charge the advertiser more per line per thousand circulation because paper and manufacturing costs have increased; nor have we yet found a way to increase our subscription income very materially, perhaps because such an extremely large proportion of our subscribers are on a long-time basis."

W. A. Whitney, general manager of the *Orange Judd Farm Weeklies*—"Thus far we have not increased our subscription prices. As publishers we are up against a problem that is not easy to solve, because while the average manufacturer wants to be liberal as he can, and is willing to share his profits with 'the other fellow,' he necessarily does not, nor can he stand the entire burden."

Horace C. Klein, one of the managing partners of the Webb Publishing Co., St. Paul, which issues the *Farmer* and the *Farmer's Wife*, believes that agricultural papers will be benefited in the end by the present advance in costs of production. "We are more convinced than ever before," he writes, "that no matter what comes in the way of increased costs of manufacture, the publishers of legitimate farm papers will benefit rather than lose if the same increases affect all classes of periodicals, because the farm paper is essential to the

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COTTRELL

Multicolor Rotary Press and Process (No. 6)

Continuing the Story of a Revolution in Color Printing, and what it means to the advertiser.

Quicker Delivery to the Mails

By the usual methods, where one color is printed at a time, nothing can be done toward mailing or binding until three colors are printed and the fourth color begun, time being allowed for the ink to dry between the printings.

By the Cottrell Process, where the four colors are printed at once, as soon as the press starts the binding or mailing can begin, after allowing time for only one printing to dry.

By the usual methods, printing on flat-bed presses, one color at a time, the printing speed is from 900 to 1,200 per hour (sometimes a little more or less particular work).

The Cottrell Multicolor Rotary press turns out the highest grade of color work at a speed of 2,500 completely printed sheets per hour. That is, 2,500 sheets in four colors make 10,000 impressions per hour.

This means that the advertiser can get his Color work into the mails quicker than heretofore has been possible.

Story getting interesting, isn't it?

C. B. COTTRELL & SONS CO.
Printing Press Manufacturers
25 East 26th Street, New York

*We do no printing—we build machinery for
printers' use*

THE
ADVERTISING
CLUB
OF
NEW YORK

requires an Executive Secretary to manage the office and conduct the operations of the Club under its Board of Directors.

All applications will be kept confidential.

Apply by letter, stating salary and qualifications, to H. Tipper, Personal.

17 BATTERY PLACE
NEW YORK

prosperity, as well as the happiness, of its readers, and is neither a luxury nor an entertainment."

Below is a list of periodicals that have raised their subscription prices:

American Boy	\$1.00	\$1.50
American Food Journal...	1.00	1.50
American Hatter	2.00	4.00
American Poultry World...	.50	.75
American Stone Trade...	1.00	2.00
Apparel Criterion	1.00	1.50
Barrel and Box	1.50	2.00
Bookman	2.50	3.00
Brick and Clay Record...	2.00	3.00
Buildings & Bldg. Mangmt.	2.00	3.00
Canadian Grocer	2.00	3.00
Canadian Home Journal...	1.00	1.50
Canadian Machinery	2.00	3.00
Canadian Railway & Marine World	1.00	2.00
Candy	1.00	2.00
Capper's Weekly25	.50
Christian Herald	1.50	2.00
Concrete	1.50	2.00
Cosmopolitan	per copy .15	.20
Country Life	4.00	5.00
Dry Goods Economist....	5.00	6.00
Editor and Publisher...	2.00	3.00
Electrical Experimenter...	1.00	1.50
Engineering Record...	3.00	5.00
Everywoman's World...	1.00	1.50
Factory	2.00	3.00
Farmer's Wife25	.35
Farm Home..... 3 years	1.00 flat	.50
Farm Mach'y-Farm Power	1.00	2.00
Farm, Stock and Home...	.50	.75
Fruit Grower50	1.00
Furniture Record	2.00	3.00
Garden Magazine	1.50	2.00
Golfer's Magazine	2.00	3.00
Grain Growers' Guide....	1.00	1.50
Grocers Register	1.00	1.50
Hardware and Metal...	2.00	3.00
Harper's Bazar	2.00	3.00
Hearst's Magazine, per copy	.15	.20
Hospodar	1.00	1.50
House Beautiful	2.00	2.50
Hunter, Trader, Trapper...	1.00	1.50
Journal of Education...	1.75	1.85
Kimball's Dairy Farmer...	.50	1.00
Lumber World Review...	2.00	3.00
McCall's Magazine, per copy	.05	.10
McClure's Mag., per copy	.10	.15
Masses	1.00	1.50
Metropolitan Mag., per copy	.15	.20
Michigan Tradesman	1.00	2.00
Mining & Scientific Press...	3.00	4.00
Modern Priscilla	1.00	1.25
Motor Life	1.50	3.00
National Builder	1.50	2.00
Nutilus	1.10	1.60
Nebraska Farmer	1.00	1.50
Needlecraft25	.35
Ohio Farmer50	.75
Outlook	3.00	4.00
Pennsylvania Farmer50	.75
People's Popular Monthly...	.25	.50
Photoplay	1.00	1.20
Pictorial Review	1.00	1.50
Poultry Success50	.75
Reliable Poultry Journal...	.50	.75
Scientific American	3.00	4.00
Shoe Findings	1.00	2.00
Today's Housewife50	.75
Transfer and Storage...	1.00	2.00
Vogue	4.00	5.00
Woman's World35	.50

Finer China Now Produced From Our Own Soils

America will probably be entirely independent of imports of foreign material for the whiteware industries, according to Dr. Charles L. Parsons, chief chemist of the United States Bureau of Mines. In the New York *Journal of Commerce* he tells of the co-operation between the bureau and various manufacturers to adapt native kaolin to the finer grades of work. To determine whether a practical method of refining the secondary kaolin of Georgia on a commercial scale could be devised, the bureau began work with the Georgia Kaolin Company in March, 1915.

"In order to insure the successful operation of the refining process developed," said Dr. Parsons, "suitable equipment for the refining of fifty tons of crude kaolin was installed at an operating mine in the heart of the Georgia clay field. The refining process was carried on under the same conditions that would have prevailed if the ordinary clay miner had been using the process and at a cost of less than fifty cents a ton. The refined product was distributed among a number of the most prominent users of the type of refined white clay that was produced. It was found that it possessed properties so different from those possessed by the kaolin in its crude state that an additional investigation was necessary to insure the successful utilization of the refined product.

"The purified china clay produced was further investigated, therefore, in potteries on an extensive scale through the co-operation of the Zanesville Mosaic Tile Company, the Mayer China Company and the Beaver Falls Art Tile Company. It has been shown that in vitreous chinaware this purified American kaolin can be successfully substituted for all of the ball clay heretofore used and for at least 50 per cent of the English china clay. Better still, in the tile industry whiter and stronger tile can be and are being made from this treated Georgia kaolin and American feldspar by substituting them entirely for the English china clay and Cornwall stone heretofore used."

Wm. G. Beecroft Joins Agency

William G. Beecroft, formerly editor of *Forest and Stream* and on the staff of *Outing*, has become associated with Maclay & Mullally, Inc., New York advertising agency. He will have charge of the department of general advertising.

Secretary of New York Club Resigns

H. C. Daych has resigned as executive secretary of the New York Advertising Club, effective March 17. He will become assistant to the president of the Standard Aero Corporation.



DURING 1916, The Showman of "The Passing Show" marched at a rapid pace into the favour of the shrewdest advertisers in Britain. The following figures speak for themselves:

JAN. 1916.

Average advt.
space booked in
each issue :

6½ pages.

DEC. 1916.

Average advt.
space booked in
each issue :

15 pages

THE PASSING SHOW

Britain's Brightest Weekly.

Guaranteed Weekly net sale considerably exceeds 150,000 copies.

Advt. Rate \$150 per Page,
and pro rata.

Philip Emanuel,
Advertisement Manager,
ODHAMS LIMITED,
85-94, Long Acre,
London, W.C.

Getting Salesmen to Make Saturday a Regular Day

How One Company Is Teaching Its Men That Profits for Them Lie in Saturday Selling

By Earl D. Eddy

MANY salesmen appear to have determined that the commandment to remember the Sabbath day and keep it holy means the seventh day or Saturday, rather than the first day or Sunday.

As a rule, employers have no objections to paying salaries and hotel bills for one Sabbath per week, but they regard it as just a bit unfair to have to take care of the Mosaic interpretation of the Scriptures as well. They'll even wink at half an interpretation of the Hebrew law-giver's statute and be willing to stand the Saturday afternoon baseball game, but it does smart a bit to have the whole day go by without an order while the expenses go on as usual.

Jack Jones, sales manager for the Alexander Hamilton Institute, put it wonderfully well in one of his letters to his salesmen wherein he describes the four little devils who subsist on prospect-seeing time. This is how he describes the Saturday devil:

The fourth little devil feeds only at long intervals, after the manner of a snake, and then, like a snake, gorges himself. His food is Saturdays.

"You can't do anything on Saturdays," he pleads; "it's a short day and they are too busy to listen." And so, without even allowing you to start, he swallows at one gulp your Saturday whole.

I remember very well some of my own experiences as a salesman. That little Saturday devil used to pop up over the end of my bed once a week regular. He was a most convincing little beggar and every once in a while he'd come mighty close to getting a good square meal. But somehow or other I always managed to find a way to get out of feeding him.

Finally I starved him out and he quit bothering me. I got into the habit of constructively plan-

ning my Saturday's work earlier in the week, so that it was almost a cinch that I'd get some business. One of my favorite standbys was to take a street car out to its terminus and dig up some orders from the smaller retailers usually found in the broken edges of the city. Dealers so located didn't seem to mind my calling and they gave me enough business to keep my name at the top of the list for Saturday work.

SATURDAY LOAFING IS ILLLOGICAL

The problem, as I see it, is one purely of education. As sales manager I sought to teach our men that the idea of not being able to sell goods on Saturday is wholly a state of mind—one so widespread and so ancient that it has become a tradition among salesmen. I know sales managers who accept it as a necessary evil and make little or no effort to correct the situation. There's a lot of fun in upsetting traditions, particularly if they are illogical, and certainly Saturday loafing cannot stand the analysis which logic demands.

But it's no holiday job. Patience and reasoning plus the proof that it *can* be done are essentials when it comes to convincing salesmen that Saturday selling is good business, and profitable. Primarily, confidence on the part of the sales manager himself is demanded. He cannot proceed on the mere *theory* that Saturday's hotel bill is just as big as Wednesday's or Thursday's, and that, therefore, the salesman should produce business. By both reason and precept he must overcome the inertia of the salesman—in this case usually a strong mental condition developed by what the salesman regards as conclusive experience or by what others have told him.

Now for the First Time Multicolor Printing

is offered to all large edition users, with advantages and refinements made possible only by the use of the revolutionary Cottrell Multicolor Rotary Press and Process:

Perfect Register on Every Sheet

**Uniformity of Color on Every
Sheet**

**Clean Vignettes and Highlights
through the entire run**

Every Sheet Slip-Sheeted

**More Accurate Reproduction of
the Original**

A Much Quicker Delivery

And All at No Greater Cost

We have been doing these things on a limited scale for four years, during which time we have developed and enlarged a corps of expert *multicolor* printers; but not until now have we had sufficient equipment to take on general commercial contracts.

We have eliminated the uncertainty, waste and delay inherent in the prevailing methods of flat-bed color printing.

The PERIODICAL PRESS, Inc.

Pioneer Multicolor Printers

76 Lafayette Street

New York City

E DUCATIONAL Motion Pictures sell your product by interesting the public in your processes and teaching them values.

I NDUSTRIAL advertising is particularly effective when your sales

points are an integral part of the plot of an absorbing play.

SCIENTIFIC Pictures—for research and efficiency work—are examples of the same care and skill used in producing advertising films.



Constructive Service

Poster-style drawings eliminate unnecessary detail, thus making a sturdy appeal.

We make poster-style drawings, a sturdier form of advertising art.

Our Service furnishes thoughtful CONSTRUCTIVE advertising ideas to help vitalize your sales.

We offer this service.

GOTHAM STUDIOS
Makers of **GOOD DRAWINGS** for
Car Cards, Booklets, Window Displays,
Newspaper Advertising, Posters, etc.
114 EAST 26 STREET - NEW YORK
Telephone 6619 Ext. 526

Have you written for our new folder of designs? It's free.

It was my experience as sales manager that men new to selling work do better on Saturday than their more experienced fellow salesmen who have been on the job for years. Perhaps this is because "fools rush in where angels fear to tread." We had to work much harder with the older men of our organization in our efforts to keep our Saturday sales record from being a fine imitation of a goose egg. With the older fellows it was a case of unlearning—if there is such a term. The dyed-in-the-wool opinion that nobody wants to buy goods on Saturday is a stubborn proposition.

The new men, on the other hand, ignorant of the tradition, sometimes blunder into business, though they sometimes lose business for the same reason. The last-named result comes through failure to exercise the proper judgment in choosing the prospect upon whom to call on a Saturday. I am quite willing to agree that there are a lot of buyers who will not even tolerate a salesman on a Saturday. Right there is the birth-place of the whole trouble. Salesmen have broadened the field of buyers who will not talk to them until they have fooled themselves into believing sincerely the aforementioned tradition that there's no use even to try for business on a Saturday.

In combating this tendency we used several expedients. Perhaps the most successful was the utilization of the contest idea, though this has its fault because of the danger of somebody "carrying over" a Friday order. So far as we were able to trace it there was little of this, for the men were put on their honor—and there are not very many fellows who will deliberately cheat under such conditions.

Probably one of the most effective arguments which we evolved has been in the visualization, as it were, of what the Saturdays in a year really amount to. A recent bulletin covered this question as follows:

If we should give you a vacation of seven and a half weeks' duration this year you'd say that we were suddenly

becoming philanthropists. Or if you should say to yourself that you'd been working pretty hard for the past few months and that therefore a good long rest would do you good, and you took seven and a half weeks off—with full pay, of course—we'd have to think a lot of you to let you get away with it, wouldn't we?

Well, some of you are taking the vacation, all right, and we are paying your salaries right along, *as well as your expenses*. That's a most unusual thing for a house to do—pay a man's expenses while he's on a vacation.

Perhaps what we've said is not quite as clear as it might be made. We are referring to those Saturdays from which we receive no results despite the fact that your drawing account is busy covering expenses that day just the same as the other days of the week.

No, you're not *all* guilty by any means. Fact is, we are particularly proud of the most of you. We doubt if there's a much better Saturday sales record in the country than the total of ours, number of men and character of product considered. But there are still some vacationers amongst you, so let us resume.

There are fifty-two Saturdays in a year—seven and one half weeks—two months, lacking a few days. Now, you know what we think of \$100 as a day's business in our line—with plenty of \$75,000 and \$100,000 annual sales records to look at. Yet an average of \$100 per Saturday totals \$5,200 at the end of a year. Just for fun, figure out how much ten years' worth of Saturdays at \$100 per Saturday would be worth to you on your contract with this company. 'Twould help a huge lot toward paying for your home, and certainly it would take care of the upkeep of the car.

Material of this kind supplemented by personal demonstration in the field, as well as occasional contests for prizes, the value of which is more in the honor than in terms of money, helped us considerably with this problem.

Our salesmen sold a line of high-grade food products to retail grocers, the better hotels, to restaurants, and also to institutions where the standard of living is well maintained. They were accordingly taught that, because of the custom of the housewife to defer quite a bit of her grocery shopping until the end of the week, it was perhaps preferable that they confine their efforts to the other type of buyers when it came to Saturday activities. In other words, they pursued the lines of least resistance.

We also made some progress with respect to getting Saturday afternoon removed from

**Would You Like
Representation In
TELEPHONY'S 1917
Directory Of the
Telephone Industry?**

The standard catalogue and mailing list of the telephone industry embracing an exclusive list of independently operated telephone companies and purchasing agents: the A. T. & T. Company and branches; National and State Public Service Commissions; Telegraph and Cable Companies; besides a comprehensive and representative Buyers' Index and Classified Index departments with convenient trade names, classifications, condensed buying data and information.

Invaluable for sales work, circularizing and reference work.

Forms Close April 2nd

Descriptive literature and rate card on request.

**TELEPHONY PUBLISHING
COMPANY**

General Offices: Monadnock Block,
Chicago, Ill.

Eastern Office: 52 Vanderbilt Ave.,
New York City.

*The MESSAGE
before the messenger*

War!



YOU'LL want
DIFFERENT
copy for WAR
advertising.
Now's the
time to pre-
pare it. I'm
PREPARED
—grab the telephone.

**Sherley Hunter
Good Copy**

114 East 13th Street, New York

Telephone Stuyvesant 1197

Let me work in conjunction with your advertising agency.

the holiday class. We did not seek to be arbitrary, but we went to considerable pains in explaining to the men that the more time they spent building business the more we must necessarily pay them. A bulletin had this to say about Saturday afternoons:

About this time, day after to-morrow afternoon, I expect I could, without any trouble at all, locate easily half of our whole sales organization at somebody's ball yard in whatever city I might happen to be. And I'd have a dreadful time arguing with my conscience if I tried to criticize you for being there. There's nothing else like it—that one great game of the U. S. A. Here in our town they play Sunday ball, so that if I miss a Saturday through thinking I need work worse than play, I can go the next day.

There are some things more important than ball games, however. Particularly if you are new on the territory or sales, have been coming sort of hard. I am a great believer in play if you can afford it. Of course, play is sometimes quite necessary even if you can't afford it—but I can place none of you in such a state of mind. So then, with some of you, there are still things to be done before you have a right to think of presenting yourself with a seat behind third base.

Those of you whom this shoe fits could probably sit down Saturday afternoon and "take stock." Go over your week's business and analyze it—honestly. The sales you didn't make—figure out why, and don't spare telling the truth to yourself if you're the reason the sale wasn't made. Perhaps a good suggestion which will help some other one of the boys will come to you. Write me about it so I can pass it on. Plan next week's route—send out your advance cards; and don't forget to write that fellow you saw the first of the week—the one who promised to mail in an order, perhaps he was only stalling you off but there's no harm to call his bluff. There are twenty things to do this coming Saturday afternoon. I am anxious to pay you more money—help yourself and make Saturday afternoon pay you a profit instead of an expense.

Saturday selling will always remain a delicate subject. There are many opinions, some of them good and others thoroughly illogical. We laid no claim to special credit for what little we were able to accomplish. We believed that we had been able to educate our salesmen to an appreciation of the fact that at least half of Saturday belonged to us, and we had very good hopes of being able to get control of the other half by selling the idea to them as something which they might dispose of at a profit.

One Way to Sell High-priced Goods

NEW YORK, Feb. 15, 1917.

Editor of PRINTERS' INK:

The second-hand value of an automobile is frequently used as one of the selling arguments in that field. I believe a new note has been struck in the use of the same argument with relation to a man's shirt. Some New Yorkers may not have understood the zeal of friend wife when, a few evenings ago she urged hubby to be sure and go in the next day and buy some of those beautiful Japanese silk shirts which a certain well-known department store would have on sale at \$7.89. The copy, written by a woman, has that friendly personal tone that starts off thusly:

"All men are busy. They say so and women believe them, so why question the truth of the statement? Being busy over the serious matters of life, such as smoking, and golf, and the Stock Exchange, they naturally have to do their personal shopping at odd moments—five minutes before train time and that sort of thing. For such a man a well-thought-out shopping list is a necessity. And it is better for him that a woman should do the thinking. After all, whom does he dress to please? His wife. Plainly, this is a woman's job."

Then she tells Mr. Man about several things he ought to buy—but the especially good paragraph is this:

"I should tell the man who wanted to please me that he must order some all-white shirts. With a silk stripe those are the loveliest of all. There is no reason why he should not have a few silk ones also, because (this is giving away a secret) I have known of Japanese silk shirts in that lovely hairline stripe that made very good ladies' waists after the laundress had mutilated the neck and cuff parts. The shirt costs \$7.89 made to order. The waist (made at home) costs nothing and is worth about \$7.50. Quite a bargain when you figure it out that way."

Such a well baited hook is entitled to a good day's catch.

E. D. D.

Quaker Oats Plans

Stockholders of the Quaker Oats Company of Chicago have been notified of a special meeting to be held March 9 for the purpose of voting on an increase in the capital stock.

The stockholders, according to H. P. Crowell, will be asked to ratify the resolution of the directors to increase the common stock from \$10,000,000 to \$15,000,000 and the preferred from \$9,000,000 to \$15,000,000, making the total stock issue \$30,000,000 instead of \$19,000,000 as at present. There is only \$8,250,000 of the common stock outstanding. While nothing has been determined regarding a distribution of this stock, it is understood that it will be offered to stockholders at par as needed.



**WILL YOU COME
TO PUCK'S PARTY?**

Puck is forty years young!

On April 14, the little imp celebrates his long career of fun-making with a special

Fortieth Anniversary Number

It will in many respects be the most important and most interesting number of PUCK ever issued.

Advertisers in this issue will have the advantage of a largely increased circulation, since orders are already being received for additional supplies of the Anniversary Number.

Forms close March 24. May we have your reservation now?

Puck
America's Cleverest Weekly
Madison Square New York City

"It has been our experience that absolutely *impartial* investigators . . . are the only ones who can get information that is truly indicative of conditions as they exist."

STANLEY RESOR,
President J. Walter Thompson Co.,
before Sphinx Club, January 16th.

Impartial Investigation Service

is the only kind which is really worth while, for the investigator of merchandising facts who is *partial* can ask colored questions and create any kind of statistics he knows is wanted.

National Investigations, Inc.

offers a new service along different lines. Its managers alone know who its clients are. Its field workers are kept entirely in the dark on the point and so have no idea what sort of statistical results of their labors would be most pleasing to the client.

Therefore, their results are the truth and dependable.

We are at liberty to refer you to investigations of merchandising conditions which we have conducted for others.

Investigate *us* and you'll want us to investigate for *you*.

National Investigations, Inc.

Cortlandt 821

165 Broadway New York
ARTHUR W. RINKE, Manager

Marked Decrease in Rulings of Federal Trade Commission

The Conference Rulings Drop from Forty in First Period to Eight in Past Year—Nature of Various Cases That Have Come Before the Commission—The Three Silk Complaints

A YEAR ago (February 17, 1916) PRINTERS' INK published an account of the first batch of conference rulings, forty in number, handed down by the Federal Trade Commission, and commented upon their liberality. It was pointed out that in none of these cases had it been found necessary to issue a formal complaint, for in every instance where the commission had jurisdiction, and the facts would have justified it, the unfair methods were discontinued without a resort to compulsion, though in some cases action by the commission was barred by a lack of Federal jurisdiction, no question of interstate commerce being involved.

These rulings do not mention the names of the parties, and though having value as precedents are not, says the commission, to be "regarded as conclusive in the determination . . . of any future action."

Nevertheless they touch so closely upon current problems of selling and distribution that it is of interest to note the activities of the commission during the past year in what may be called its judicial capacity.

Only eight conference rulings have been published during the past year—a marked decrease from the forty made public a year ago, which covered the period of less than eleven months since the organization of the commission on March 16, 1915. This illustrates the value of those first forty as precedents, defining the limits of the commission's activities, and preventing many unjustified applications for the issuance of complaints.

Of the eight rulings handed down during the last year three deal with price discrimination, three with refusal to supply goods, and one each with the infringement of a registered trade-mark and with fraudulent advertising. In the first case dealing with price discrimination it appeared that a corporation which had been marketing its product on the Pacific Coast at Eastern prices and splitting the freight charges with the purchaser, upon the appearance of competition absorbed the entire freight charge, and thereby sold its goods at substantially lower prices in the competitive area than in districts where there was no competition. Pending the commission's investigation, however, a revised price-list, together with reduced freight-rates, brought the prices within and without the area of competition to substantially the same level, and the commission therefore considered it not advisable to issue a complaint.

Another application charging price discrimination was denied for lack of evidence to substantiate the charges, but the third ruling on this subject is of interest. A jobber of iron pipe charged a manufacturer with a violation of Section 2 of the Clayton Act, by discriminating in prices in favor of one large jobber. But when it appeared that the jobber in question sold the manufacturer's product as agent on commission, it was held "that as the contract is not one of sale, but of agency, it does not come within the provisions of Section 2 of the Clayton Act."

CASES RELATING TO REFUSAL TO SUPPLY GOODS

In one of the cases of refusal to supply goods it appeared that a manufacturer refused to furnish a food product to a cut-rate grocery, but the matter was satisfactorily adjusted between the parties, and in view of this and of the pendency of a government anti-trust suit against the manufacturer, the commission declined to issue a complaint. Another ruling is to the effect that "a re-



PRINTED SALESMEN

do not take a little off the top; they build up from the bottom—they are the result of a patient, thorough, conscientious analysis.

Established more than fifty years. The largest high grade printers in the world

The Lakeside Press
R. R. Donnelley & Sons Co.
Chicago, U. S. A.

The Atlanta Journal

The Atlanta Semi-Weekly Journal

One of these newspapers is "my paper" in over

160,000 Homes
in Georgia and the neighboring states.

*Advertising in THE JOURNAL
Sells the Goods*

fusal to sell, made solely for personal reasons, without the purpose or effect of restraining interstate commerce, is not a violation of any law which the commission is authorized to enforce."

The refusal of a moving-picture distributing company to supply films to more than one exhibitor in a certain city formed the basis for another application, which was denied on the ground that "under ordinary circumstances, and in the absence of intent thus to accomplish an unlawful purpose, neither the Federal Trade Commission Act nor the Clayton Act prohibits a corporation dealing exclusively with one firm in a given territory."

It is natural that the Federal Trade Commission, whose duty it is to stop "unfair methods of competition in commerce," should be appealed to for protection against alleged infringements of trademarks. But where the trademark is *registered* the commission refuses to act, "in the absence of important considerations of public interest," and the aggrieved party must depend upon the special remedies provided for him by the acts of Congress.

In the realm of fraudulent advertising an investigation by the commission resulted in the discontinuance of the practice of marking articles containing about one-half goat hair "100% Deer Hair." No complaint was issued.

OUTCOME OF THE THREE SILK COMPLAINTS

Somewhat similar to the above were the three cases involving the advertising of certain products as silk or "cilk," when they were not in fact the product of the silk-worm. An account of the issuance of complaints in these cases (the first formal complaints issued by the Federal Trade Commission) appeared in PRINTERS' INK for March 30, 1916. Since then they have come on for hearing before the commission; in one case the complaint has been dismissed, and the other two have resulted in orders that the re-

spondents cease from the practices in question.

It was charged in one of the complaints that the respondents used wrappers marked "Sewing Silk," to enclose mercerized cotton thread, but this was dismissed upon its appearing by the answer that the practice had been discontinued and that there was no intent to deceive, such labeling being general in the trade and well understood.

The commission found that the respondents in another complaint manufactured and sold "a floss or thread made of mercerized sea-island cotton under the label 'Circle Cilk Embroidery Floss,' which floss or thread contains no portion of silk made from the cocoon of the silk-worm." There was a further finding that the use of the word "cilk" was likely to deceive "some of the consuming public into believing that they were buying and receiving a product made of silk, when in fact they were not," and the complaint resulted in an order that the respondents cease from the use of the word "cilk" in reference to any of their products other than silk.

A similar case formed the basis for the third complaint, the commission finding that the word "silk" had been used in various phrases in connection with the labeling, advertising, and selling of a textile product which contained no cocoon silk, usually, however, with the legend "Not a worm silk." The respondents were ordered to cease using the word "silk" or "silks" in reference to their fabrics as now manufactured, except the phrase "Not a worm silk."

The success of the commission in obtaining either with or without the issuance of a formal complaint a discontinuance of the various practices in the field of advertising and marketing which have formed the basis of applications for the issuance of complaints has conclusively proved it to be a valuable ally in the fight for fair methods and honest advertising.

Imprinting Problems? EASY

High Speed—Low Cost—Multigraph

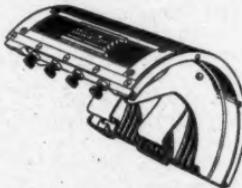
WHEN it comes to imprinting things—circulars, blotters, labels, paper bags, small booklets, etc.—the Multigraph can show you something.

Imprinting on printing-presses can't compete with it in speed, cost or convenience—and can't beat it in quality.

Uses printers' display type, or linotype slugs, or your regular Multigraph type. Changes are quick and easy; speed all you could ask; cost lower than by any other method.

For Instance

A Chicago user (imprinting paper bags) gets up to 53,000 per 8½-hour day, changing every 500. He calls 150,000 a day's work for three Multigraphs, using linotype slugs. Four boys do it all, except make the slugs.



This is the rail-and-chase segment which enables the Multigraph to take linotype slugs or type.

It Answers the Label Question

Labels, in hundreds, thousands or millions, show a quick drop in imprinting cost—and in wastage—when you turn them over to the Multigraph. And if you have to meet changes in government rulings here's just about the only economical answer. As few as you like, you know, and further supplies any minute—without even telephoning outside.

"You can't buy a Multigraph unless you need it."

Here's the right first step:

Multigraph, 1820 E. 40th St., Cleveland.

If the Multigraph's as good on imprinting as you say it is, I'd be interested. Tell me more.

Name

Official position

Firm

Street address

City

State



Nebraska Leads the States

In 1916, the value of Nebraska's crops was largest, in proportion to the rural population, of any state in the Union. Regardless of population, Nebraska had a combined crop valuation exceeded by only three states.

Nebraska's rise to this first place in agricultural production has been a steady, consistent growth. Her manufacturing, packing, banking and general industries have advanced correspondingly.

Nebraska's people have prospered with the development of their state. Wealth is accumulating to them. Their future is assured. They are now improving their homes, filling their needs and enjoying more broadly the fruits of their labors—they are big buyers! Have you something Nebraska people can use? Something they need? Something they may want? Tell them about your goods.

You can reach Nebraska consumers through:

Omaha Bee, Omaha World-Herald, Twentieth Century Farmer, Omaha; Nebraska Farmer, Lincoln; Lincoln Daily Star; Norfolk Daily News; Omaha Daily Tribune (German); Hospodar, Omaha; Hastings Tribune; Fremont Tribune; Grand Island Independent; Kearney Times; Nebraska Farm Journal, Omaha; Nebraska City News; Columbus Telegram.

Timely Copy Gets Quick Distribution for Dye Novelty

One Department Store Even Goes So Far as to Pay for Advertising Over Its Own Name

THE advertising now running in Chicago newspapers on behalf of De Luxe Dye Tablets may not in itself have any great suggestive value to advertisers. But back of the campaign is a story which may interest that large group of our readers who hold inflexible opinions regarding the effort required to secure quick department-store distribution for an uncontrollable branded product. At the cost of a few hundred dollars, the De Luxe Sales Company was not only able to get its tablet dyes into such difficult stores as Marshall Field & Co., Carson, Pirie, Scott & Co., and Mandel Brothers, but one of these stores thought enough of the sales company's plan to invest its own money for advertising the new dye in exclusive newspaper space over its own signature.

The company's first success was scored when it revamped an old idea to fit new conditions. About four years ago it began to manufacture ink tablets. Although self-prepared inks gave way to liquid writing fluids away back in the nineteenth century, the company observed tendencies reverting to early principles. Purchasing agents for large corporations for some time had nursed the idea that ink bills could be materially reduced if bottle, packing and shipping costs could be eliminated. So, after two years the company found itself selling ink

tablets to a large number of the local railroad offices, as well as public utility companies and large general offices.

After finding big buyers receptive to self-prepared inks, the company decided to capitalize on the implied endorsement by reaching after the buying public through drug stores. A campaign featuring the slogan "Get the Tab" was started in the local newspapers. To facilitate distribution, the company sold direct to the dealer. No quantity discounts

were allowed, but with every order a display case was given free. But changing a buying habit of long standing is not accomplished over night. The public had been used to buying convenient bottles of ink. To overcome the objection of inconvenience, ink wells were given the dealer to distribute to initial purchasers. The sales began to improve, but progress was slow.

While attempting to convince a druggist that ink tablets were a good specialty to carry,

a salesman was interrupted one day by a woman trying to purchase some red crepe tissue paper. "Don't carry it," explained the druggist.

"Well," said the customer, "give me a bottle of red ink instead."

"Instead? What do you want to use it for?"

"I'm washing a waist, and I want to tint it. I usually color the water with paper, but I can



NEWSPAPER COPY WHICH EMPHASIZES THE EASE OF HOME DYEING

use red ink for the purpose just about as well."

Other incidents of a similar character started the company investigating. It found that in the prevailing vogue of crepe de chine and georgette crepe, women's waists were being tinted various colors to suit the whim of the wearer. All over the city women were buying colored paper or ink to retain or change the delicate shades of their waists and lingerie. Since some inks contained acids and colored crepe paper was a makeshift, the company reasoned that it would be good business to market a dye tablet to meet the demand. Coloring materials like Diamond dyes will, of course, continue to hold their place in popular favor where a permanent dye is required.

STRONG LOCAL DEMAND IN LESS THAN THREE MONTHS

Immediately it stopped advertising ink tablets and began advertising dye tablets. The old slogan, "Get the Tab," was also linked up with the new product. The advertising explained that either temporary tints or fast colors could be obtained, as desired, by using the dye tablets. Then the company followed the plan of other successful advertisers. It began to survey the field for new outlets. If a store sold shirtwaists, why shouldn't it also sell dyes? Accordingly, the dry-goods and department stores were approached. The sale of a waist no longer had to be passed up because the color didn't please. Instead, the sales clerk offered a sample dye tablet and suggested that the waist be made the desired shade. If more dye tablets were needed, they could be obtained at the notion counter.

In two months and a half the advertising had centered a strong popular interest in the new dye tablets. The State Street department and drug stores had stocked the new article, and outlying drugists were seeking dye tablets, and, incidentally, stocked the ink tablets which they previously had spurned.

The Story That Is in Every Piece of Merchandise

F. E. Fehlman, Vice-President of the H. W. Gossard Corset Company, Illustrates His Contention That Much Advertising Is Unsuccessful Because the Right Selling Points Are Not Discovered

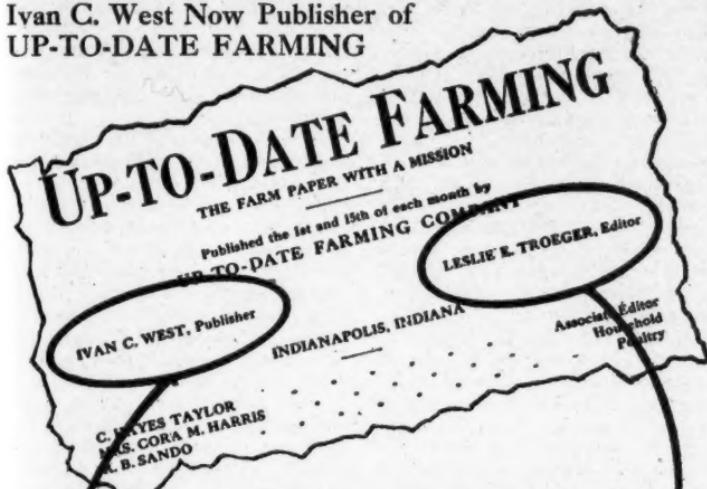
"**I**F you want to do something with your advertising, study publishers, know editors, writers and circulation methods," said F. E. Fehlman, vice-president of the H. W. Gossard Corset Company, at the luncheon of the Advertising Club, New York, on February 15. "Then travel, until you know what people think of your merchandise and until you have found two or three stories which seem to be outside of the merchandise itself. Then experiment and get in touch with people who will encourage you to tell the truth. It may be your advertising agency and it may be your friends. Then, when you have come to a decision, you will have the courage to buy space large enough to present your message.

"An incident that may give you a new angle on how to write copy relates to the sale of a large farm, cut up into 80-acre lots, by Mr. Corsa, a prosperous Illinois farmer with an advertising mind. My employer sent me to Mr. Corsa for four weeks to work up a plan for disposing of the property which was located in Nebraska. When we left Illinois for that State we had no idea as to how the farm was to be disposed of except that it was to be sold at public auction.

"The farm was located near the town of Adams. I finally decided that the dominant sales argument should be gain in utility because of its proximity to the town, and next, satisfaction of pride, because those who bought any of these 80-acre tracts into which the farm was divided could send their children to the public schools of Adams.

Important Announcement

Ivan C. West Now Publisher of
UP-TO-DATE FARMING



**\$1.00 Per Line—225,000 Circulation
Guaranteed**

The big, constructive, Up-to-Date Farming policy—a policy that is helping and broadening agriculture to-day—will be maintained and strengthened.



Ivan C. West, whose years of faithful building service in the publishing business advertisers have valued, now heads Up-to-Date Farming.

Mr. West wishes to announce that his plans for a bigger, better paper include the strongest financial support and the best equipped editorial talent possible to get. It is his one purpose to make this already strong publication the supreme publication in its section.

The circulation of Up-to-Date Farming will be somewhat restricted as time goes on. The paper will be edited with a somewhat closer Indiana spirit.

Every agricultural advertiser will welcome the appointment of Leslie E. Troeger as editor of Up-to-Date Farming.

Mr. Troeger for the past three years has been field editor of Farmer's Review. Reared on a farm in Iowa, a graduate of the Iowa Agricultural College and with editorial experience with three of the leading farm journals, Mr. Troeger brings to Up-to-Date Farming a wonderful practical knowledge of every part of farm life. He is in fullest sympathy with farmers, their hopes, desires and needs. And his writings are fundamentally constructive in every way.



UP-TO-DATE FARMING

IVAN C. WEST, Publisher

707 Fulton Street - - Indianapolis, Ind.

ADVERTISING REPRESENTATIVES JOHN BRANHAM CO.

Chicago

New York

Detroit

St. Louis

Atlanta

"After looking over the place for several days and interviewing some of the business men we decided to advertise and sell the town. There were two banks and two churches located there. The latter had been at sixes and sevens for some time. We put up a proposition to them to unite in serving a chicken dinner on the day of sale and make a tidy sum of money for their own benefit. They finally agreed to do so. We told the banks we would place the notes of those who purchased the tracts with them if they would produce the buyers. They agreed to co-operate. We prepared a two-column, ten-inch advertisement, had it set up, and mailed it, with a check for \$2.50, to 40 weekly newspapers covering a territory of about 400 miles in southeastern Nebraska, from Missouri west to Hastings, and from the middle of the State to the Kansas line. Two or three publishers wrote back and asked for fifty cents more to cover the cost of composition—they would give us the space!

"I then sent out two men in automobiles to put up big sale posters in every section of the territory. We also purchased space in one State paper and one farm paper. In every piece of copy we advertised Adams as the largest small town in the State of Nebraska and set forth its attractions in a way that made people sit up and take notice.

"When the day of the sale came over 200 men from outside points came to town. We hired the local band to give a concert in the public square during the forenoon. Nearly all the stores were closed for the day and their employees given a holiday. The banks ran automobiles out to the property for the benefit of the visitors. The chicken dinner was served at noon and the churches cleared up \$500 as a result.

"The advertising had been so well done that the townspeople began to think that Adams was some town and they didn't like the idea of outsiders coming in and buying the 80-acre tracts.

Therefore, when the auction took place they arose to the occasion and bought them all at an average price of \$97 an acre, although when we first proposed selling the property they said it wouldn't bring over \$70 an acre at the outside. The cost of all the work we did preliminary to the sale was only \$800.

"The point behind this story is that every piece of merchandise has a story which has the power of appeal outside the product itself. Ivory Soap sells the idea of clean, sweet clothes; Kolynos the idea of white teeth; our corsets the idea of health and beauty. Black Jack has thousands of people chewing it to get a faint taste of licorice and relieve throat trouble.

"It is not difficult to figure out how to adapt your copy to your medium and your audience if you have the patience and the determination to find the story of your merchandise. I believe that over half of the copy appearing in all publications does not succeed because the manufacturer has not found out his story and when he has found it he has overlooked the fundamental motives."

Won't Report Design Bill at This Session of Congress

The Taggart-Morrison design-registration bill before Congress, described in PRINTERS' INK, issue of August 3, 1916, will not be reported at this session. The advocates of the copyright registration of designs, as applied to manufactured products, were anxious to have the Senate patents committee report the measure favorably, with the understanding that no further efforts would be made to have it passed at this session of Congress. Objections were interposed, however, and the conclusion is said to have been reached in executive session of the committee that the proposed measure is too far-reaching to be disposed of hurriedly. A sub-committee will be asked to prepare a new measure, according to present intentions, and report it to the full committee upon the reconvening of Congress in December.

Chalmers' Canadian Advertising

The advertising of the Chalmers Motor Company in Canada has been placed in charge of the Baker Advertising Company, Toronto.

METHODS

Every illustrated piece of printed matter demands an individual treatment. There are no standard rules. Often it is necessary to resort to entirely new methods of engraving and etching. It is more than co-incidence that the work of the best known artists in America is intrusted by the purchasers of this work to the Beck Engraving Company. Intelligent adaptation to individual cases has developed many of the newest methods in engraving.



THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

WOODWARDS INCORPORATED

Merchandising Counsel Advertising

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R. L. WHITTON • President
900 South Michigan Avenue • Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 22, 1917

No Real Reason for Worry The business men of this country have behaved admirably in the stress of the past two months. Although the break with Germany was discounted, to a large extent, in business circles, the manner in which Americans have refused to let themselves be stampeded augurs well for the future if any more serious international troubles should develop.

After all, why should business men cease aggressive work? Look at it as you will, the prospect is one of encouragement. We have the experience of England and France as an indication of what would happen, even if the worse should come to the worst. In those countries, under the first shock of war, business was demoralized. Soon, however, courage crept back and within a few months it was not only "business as usual" but a tide of business which was unparalleled.

The situation in the United

States calls simply for a fraction of the courage that animated Englishmen and Frenchmen. H. R. Mallinson & Co., of New York, the advertisers of "Pussy Willow" silks, summed up the needs of our situation in a recent full-page ad in *Women's Wear*. "The Courage of Confidence," it was entitled. "Let us look back," one part reads, "and recall all the forebodings which possessed so many of us at the beginning of the great war. To the few with faith in their country's ability to weather every storm naturally came the leadership that only courage can win. . . . Japan has also been at war from the beginning, but her prosperity has reached a point even beyond her previous vision. Our position is analogous; only we would have to supply more munitions [if we were at war] and more merchandise because of our active participation." The argument appeals powerfully to all those who consult their wisdom instead of their nerves. In this country, those who keep up their usual "drive" will be the winners over those who get scared and yield to reasonless panic.

The ways and means of meeting competition have been carried to the point of being a fine art in the United States. The first lesson in the book is to have grit, and have confidence in yourself and the country. Such experiences as the present always bowl out some previous "leaders" and bowl in others who take the long view of conditions and who know that in the last analysis the battle of competition is won by him who has daring in addition to dollars.

PRINTERS' INK has faith to believe that the typical attitude is that taken by the Simmons Company, manufacturer of beds, whose story is told elsewhere in this issue. Though much over-sold, it saw a chance to outdistance competitors and nearly doubled its appropriation.

We have expanded in foreign trade from \$4,000,000,000 to \$8,000,000,000 since the outbreak

of the war and in domestic trade from \$30,000,000,000 to \$46,000,000,000.

Therefore, who should worry? Only those who can't understand the facts.

Help Wanted Last week in **PRINTERS' INK** published 6½ pages of help-wanted advertising as against less than one page of positions wanted. We rather incline to think there is some significance in this comparison, although it is not wise to place too much stress upon a single week's showing, which may not be borne out in the future.

An interesting feature of last week's appeals for men was the great range of opportunities offered, running all the way from a full page calling for a new advertising manager for the Victor Talking Machine Co. down to a three-line ad for a solicitor for an advertising art service.

Probably conditions in the business world generally are partly accountable for this demand for high-class talent in the advertising field. But we like to think, also, that the advertising vocation is growing in importance, is broadening out in hundreds of hitherto unsuspected channels and that the very real opportunities of advertising are being reflected in the insistent demand for a higher and constantly higher grade of men.

Such evidence is a pleasant antidote for the foolish speeches to which unwilling ad clubs are sometimes compelled to listen, wherein the advertising industry is depicted as being made up of a lot of incompetents who wabble from one policy to another, knowing now what they do, nor why they do it. The frame of mind which begets such utterances usually has its being in the speaker's knowledge of his own shortcomings and an idea that all other workers in the advertising vineyard are similarly ill equipped.

John Wanamaker is often quoted to the effect that advertising is no business for a quitter. It might be added that the adver-

tising industry offers little future for men of merely average mental ability. There is something about advertising that seems to draw to it a class of men to whom difficulties appeal and to whom no object appears wholly unattainable. Judging from the advertisements in **PRINTERS' INK** of last week and the appeals which reach us through the mails and over the 'phone to help in finding the right man for the right place, the opportunities for men with initiative and sound business judgment are perhaps greater than ever before.

The Canners and the Far Pasture At their meeting held in Cleveland a few days ago, the National

Canners' Association were told that never before had there been presented so opportune a time as the present to prepare to capture more extensive world markets for their products. At the same convention L. A. Sears, sometimes called "the father of the canning industry," ventured the prediction that the woman who cans her own vegetables and fruit will be as much of a rarity in ten years as the woman who knits her own stockings.

While developing foreign markets is indeed interesting and certainly fascinating, we cannot but wonder why the canning industry does not first seek to develop the domestic field right at its hand. Mr. Sears' prediction is not impossible of accomplishment if the right means are used. **PRINTERS' INK** has before remarked upon the advertising apathy of a business which commands many millions of capital and the ability of some of the cleverest men in America. The greatest competitor of the commercial canner is the home kitchen, and until the canner commences a logical and consistent campaign of education, the housewife will not follow in the footsteps of her mother as in the case of hosiery.

Think of the potential crop of national advertisers there must be among the concerns which last

year canned 35,000,000 cans of tomatoes and 30,000,000 cans each of corn and peas. Yet what does this quantity amount to when the population of the country is considered? Perhaps *three cans for each individual for the entire year*. And then look across the seas at the trade pastures which, only because of their enchanting distance, seem greener.

Mr. Sears is also reported to have said: "The housewife is coming to realize that home canning is a relic of the olden times, and that large consumers are able to buy cheaper, work cheaper and better than the housewife." Very good, Mr. Sears. But the Mason jar manufacturers are doing a constantly increasing business and jar rubbers are still manufactured by the billion.

Speaking of opportuneness, certainly the advancing costs which are making "future" delivery prices on canned goods far higher than anything previously experienced should be explained to the housewife. The grocer is going to be forced to ask prices this year which will give every encouragement to the economical housewife to put up her own fruits and vegetables. Perhaps it is true that there has been a strong tide toward the use of canned foods, but unless the canners do some good substantial advertising this very year they are going to find that the kitchen competition has received new life and support and to a degree which cannot be overlooked. The reasons for higher prices are honest ones. Why not tell the housewives of America all about it—they are reasonable women. Why not explain to them that tin cans are 98 per cent steel and the balance tin and that they have more than doubled in price during the past year. Tell them of the labor troubles which exist in the industry, not alone in the actual packing of the goods, but even extending back to the item of getting the "hired man" to stay on the farm. These facts, together with the infinite number of good things to be said about the merchandise itself, constitute a ready-made campaign which per-

haps someone, with the foresight born of wisdom, will undertake.

Who Will Be Our Le Bas?

If the diplomatic breach between the United States and Germany should be widened to the point of actual warfare, the advertising fraternity would have work to do.

England's test of advertising under the direction of Sir Hedley F. Le Bas has shown the way. Britain by intelligent and forceful advertising has enlisted thousands of recruits, raised enormous war loans, and won men for work in munition plants.

In case of war the United States Government would have similar problems to meet. How would they be handled? By an experienced board of advertising men under the direction of an American Le Bas? Or by the haphazard methods that have been used before?

As one glances over a list of prominent American advertising men, it is interesting to wonder which man would dominate the situation as Le Bas has done.

And would such a man be aided or hampered by those in office at Washington?

Alcohol Exports Increase Vastly

One of the most striking examples of the increases in American foreign commerce due to the European war is to be found in the figures just issued by the Department of Commerce dealing with the export trade in alcohol. In December, 1915, this country exported 89,498 proof gallons of alcohol (including pure, neutral, or cologne spirits) of the value of \$38,581, while a year later the figures for the corresponding month had increased to 2,148,324 gallons, valued at \$685,224. That this is not a mere sporadic inflation confined to a single month is shown by a comparison of the figures for the twelve months ending December, 1915, and December, 1916, respectively. In the former of these periods 375,643 gallons worth \$178,269, were exported, while in the latter 60,185,160 gallons, valued at \$19,560,543, were sent to foreign countries.

Lott Joins Home Life

Norman J. Lott, Western representative of *Today's Housewife*, has resigned to join the Western office of *Home Life*, in Chicago.

LIFE is a powerful medium. Editorially, it stands for Liberty, Truth and Justice, which accounts for its remarkable hold on its readers. It stands alone as a force in shaping the minds of the representative people in America. Its tremendous value for advertisers is due to its unusual number of readers per copy.

The same policies which govern LIFE editorially, guide LIFE'S Advertising Department. You believe in Truth in Advertising. We believe in Truth in Editorial Policy, Truth in Circulation — Truth in selling our space fearlessly at one price without inducement, based on true value.

Due to LIFE'S appeal to people of generous means your percentage of waste circulation is reduced to the minimum. If 100% true value interests you, LIFE unquestionably belongs on your list.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

EGBERT G. JACOBSON
11 EAST 43RD ST., NEW YORK CITY

Designer of Type Layouts
Monographs, Catalogues and Books
Fine editions designed and privately printed

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies
at 1-10 the cost. Great saving in book-
keeping, postage and electros. Rate,
35 cents.

Actual average circulation 133,992

To Publishers of Magazines en-
tered at the N. Y. Post Office.

You are paying 100% *too much*
for the delivery of your publication
to the Advertising Agencies of New
York City, UNLESS you deliver
by CO-OPERATIVE SERVICES
as most N. Y. Publishers do!

Many Out of Town Publishers
SAVE MONEY by using our service

Get your copy
"The Facts about Co-operative Services"

Co-operative Services • **Schworm & Mandel**
450 Fourth Ave. Tel. 7205-7206 Mad Sq.

**Installment Selling on National
Basis**

National installment selling of a special type is an innovation of John Wanamaker. A few weeks ago this New York merchant inserted advertisements in various mediums, occupying large space and announcing that he proposed to extend to the people of the entire country the easy terms of sale on which he had been wont to supply Victrolas and Victor records to the public of New York City and vicinity.

The products advertised are not a commodity subject to price competition, but goods the prices of which are staunchly standardized. Also, Wanamaker comes into competition in every city and town in the country with local distributors who are in a position not only to duplicate his prices but likewise his terms, if they see fit to do so. However, just now many of the Victor company's retail agents throughout the country are striving to put in force a system of interest charges on deferred payments, and the company is strongly urging and encouraging them to do just that thing.

The fact that Wanamaker offers to pay transportation charges to any point in the United States places the New York department store in a position of absolute equality with the local distributor in its bid for business. The advertisements are cleverly designed to play upon that trait of human nature which prompts many a customer to prefer to buy from the large and prominent establishment far from home rather than from the modest shop close at hand, and which finds an especial lure in the very name New York. That Wanamaker is able also to announce in his advertisements that "all models" are constantly on hand is more of an asset than it would be in a line where the factory was not chronically oversold and where disappointments on the part of dilatory purchasers were less frequent.

United States Exports Dyes

Much has been written since the beginning of the war about the efforts of American manufacturers to supply the domestic demand for dyes and dyestuffs. The success of American enterprise in this field is reflected by the remarkable increase in the value of domestic dyes and dyestuffs exported from the United States since the outbreak of hostilities in Europe. For the twelve months ending December, 1914, this was only \$537,530, while the succeeding twelve months showed exports of this character amounting to \$2,510,650. There was a slight drop for the next period of equal length, the figures being \$2,254,250; but during the single month of December, 1916, the value of our exports of dyes and dyestuffs reached the total of \$1,217,046—more than half of the value exported during the record period of twelve months ending December, 1915, and five times as much as the showing for the previous December.

From
a Little Sprout to
Two Large Plants

Ghe success we enjoy has not...
been immediate, but has required
years of close application and earnest
effort and like all things so evolved it
is permanent and solidly founded....

The Sterling Engraving Co.
200 WILLIAM ST. NEW YORK
BEEKMAN 2900 GREELEY 3900

107MAN. & 36th ST.

Is the Prejudice Against Unpopular Prices Disappearing?

(Continued from page 60)

would have to sell for a dollar and that would not leave me enough profit."

"No, sir," retorts the salesman, "that device will bring \$1.25. That is what it is intended to retail for."

"Unpopular price," snaps the buyer; "too hard to get it. Count me out."

Many a merchant has turned down scores of propositions for no better reason than this. The barrier of an unpopular price has always been a formidable obstacle for the manufacturer to overcome. Many have not tried to overcome it. They have found it more expedient to adjust their selling lists so as to permit their product to be retailed at a popular price. Occasionally this has meant the quality had to be skimped. I have in mind a product that was originally offered to the trade at \$2.50 a dozen and was intended as a thirty- or thirty-five-cent seller. However, retailers insisted that it would not bring over a quarter. "Nothing can be sold at thirty cents," they said. At last the manufacturer had to reduce the quality of the article. This permitted him to make a price of \$2.10 a dozen and this made it a twenty-five-cent seller. To attain success this producer had to compromise with his ideals of quality.

The education of the retailer in cost accounting is going to make for the permanency of the unusual price and will help to offset the tendency to go back to the old methods as soon as conditions are restored to normal.

The breaking up of the old price traditions will make it easier for manufacturers to put products on the market at the price at which they should sell—that is, producers will be less obliged to change the quality or size or some other factor in their product to make it conform to a price at which the trade imagines it should be sold.

Are You the Manufacturer

whose advertising department should produce larger returns on your investment—earn more and spend less—

whose advertising department requires reorganization, or an added stimulus to its efficiency in preparing, printing, and distributing your advertising matter—

who needs a fully competent man to relieve you of planning your advertising, from a campaign in national mediums down to the folders in your dealers' mail?

There is a man who can do this for you—a man with mature judgment based on ten years' experience in advertising and advertising departments following a college and thorough business training.

The services of this man will practically cost you nothing. His first year's salary will be but \$4,500 of the savings he will make for you. He asks you to address

Far-Sighted
Box 236, Printers' Ink

AUSTRALIA

Exceptional Chance to Sell American Goods

The representative of a leading Australian firm will be in New York for a few weeks from March 15. He wishes to secure one or more high-class and exclusive agencies of lines that will appeal to the better class men and women of Australia and New Zealand. His firm is already marketing lines selling in every town in Australasia and supplied through the 17,000 storekeepers, chemists and ironmongers of Australia and New Zealand.

The firm in question has an unsurpassed trade selling organization with travellers in all States and New Zealand. Already it has won several big successes in creating a wide public demand for its own lines, and feels confident that this may also be done for American manufacturers.

American firms wishing to discuss representation in Australia and New Zealand should write to W. E. Goss, care Fleming H. Revell Co., 158 Fifth Avenue, New York, who will arrange an interview.

The Little Schoolmaster's Classroom

THE Schoolmaster has observed at times the tendency of the undertakers to "get gay" in their publicity. Perhaps the general seriousness of their business keeps them under such restraint that a breaking loose now and then is inevitable and acts as a sort of safety-valve. Just at this particular time the Schoolmaster has authentic information concerning the advertising venture—or adventure, as it turned out later to be—of an undertaker in a small town who had but a single rival. This jovial undertaker evolved the happy idea of taking note of homes where someone was seriously ill and of sending to these addresses a card that bore the brief but significant message of "Bear in mind our Undertaking Department. Satisfaction guaranteed." The response to this advertising was immediate and unmistakable. No corporation with a half-hearted belief in the value of advertising could ask for more tangible proof of the pulling power of the printed message than this experiment afforded. Oh, no, our thoughtful undertaker did not sign his own name to these cards. He signed his rival's name, and that started a new chapter to the story, for the rival instituted a suit and was able to show that the resentment engendered by the cards turned business to the hearses of the undertaker who was behind the advertising. And the Supreme Court of the State of Iowa, passing on this case, holds that such advertising, though efficient, is libelous. That grave publication, the *Sunny Side*, which devotes itself to the undertaking business, will please take note.

* * *

When the Sweet, Orr & Company salesmen went out with their line of women's overalls and began calling on department stores, it was a difficult matter for them to get to the right buyer. They had no precedents to follow. They didn't know which depart-

ment of the store to approach. Going to the usher or floor-walker the salesman would say something to the effect that he wanted to see the buyer who would be likely to be interested in overalls for women. "There ain't no such thing," is the answer the salesman would often receive. "You mean for men, don't you? See Mr. Jones in the basement. He buys the men's work clothes."

Generally the salesman was sent around from one buyer to another before he found the right one. Of course this problem solved itself after the men had called on enough stores to give them an idea of the most logical department for such an article.

* * *

The incident reminds the Schoolmaster of a conversation he had with a sales manager a few months ago. This executive said that many salesmen overlook the fact that very often their goods can be sold in more than one department of a store. "Our product is in the hardware field," he said, "but we do a large business with department stores. The fact that our goods were sold some place in a store satisfied us. It never occurred to us that they could be sold in two or three places. One day I was in St. Louis, and in strolling through a store in an attempt to kill time, while waiting for an appointment, I was knocked out of my complacency by discovering that one of our principal competitors had his product in four different departments—hardware, paint, house furnishings and automobile accessories. I found that in this particular store each of these departments had separate buyers. We had been selling to only one of them. I finally succeeded in getting an order from two of the others.

"When I got back to the office, I passed my experience on to the men, and suggested that they be guided by it in their future work.

I do not recall the exact figures now, but as near as I can remember it, that effort put our goods into some seventy-odd additional departments in the three or four hundred large stores that were buying from us.

"During the last two years many hardware stores have put in automobile accessory departments. We found, in many instances, that though we sold our goods to these stores, they would not be shown with the accessories. After a while we discovered that these new departments were often run as though they were a separate business. They had managers that were independent of the rest of a store, and to get your

goods on display with the accessories it was necessary to sell these managers.

"Seeing all the possible buyers of your goods in a store is almost as important as seeing all the possible stores. I say 'almost' advisedly, because I know from experience that getting the business of another department is not as good as getting another store of the same size to handle the goods. The new department will take quite a few sales away from the old department. This is not an objection to the plan, however, as the more places a product is displayed the greater will be the sale and the more new business will be created."

Nose All Right?

Noses get into a lot of trouble sometimes—not only from being stuck in other people's business, but because they get out of order. How to keep your nose clean and out of trouble is told in an article in the February issue of **GOOD HEALTH**. You may have this postpaid, if you are a "man who decides" about the investment of advertising appropriations. Just your name and address on your business stationery mailed to—

Advertising Manager **GOOD HEALTH** 1802 W. Main Street
Battle Creek, Mich.

**Do
Advertising
Men
Keep
Chickens ?**

You Can Make the
Chickens Keep You

Lice-Proof Nests

WRITE QUICK for Catalog and **SPECIAL OFFER**

Nests won't cost you 1c
Your hens will 1c
pay for them in more
than 1000 uses

You will get 20 to 50 per cent more eggs with **KNUDSON** Galvanized Steel Lice-Proof Nests. These wonderful sanitary nests last a lifetime. Satisfaction—Unlimited Guarantees. The illustration shows our latest 6-3 Nest Set. Get Last Year's Wood Nests. Don't Wait. Make Big Money on Poultry. Write
Over 25000 in use.
J. Knudson Mfg. Co., Box 257, St. Joseph, Mich.

"GIBBONS Knows CANADA"

A BIG OPPORTUNITY FOR A CAPABLE MAIL SALESMAN

A man or woman who has made good in handling the mail sales of industrial stock is offered an unusual position in the financial department of a \$4,000,000 automobile manufacturing concern, headed by an executive of international reputation.

Successful applicant must be a person of good and persistent energy, a capable correspondent, and have a valuable grasp of mail-order methods as applied to follow-up.

This position offers a splendid opportunity for developing into an executive as soon as qualifications are proven. Must possess analytical power and trained experience. Remuneration governed only by ability to make good. Address "R." Box 238, care Printers' Ink.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity fine quality advertisers got in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 60,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable \$5000 increase in mail subscription for last six months.

MAIN OFFICE:
RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

GUMMED LABELS FOR Your Parcel Post and Express Shipments

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

MCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalog

MCOURT LABEL CABINET CO.

H. H. BLACK, Pres.

53 Bennett St. Bradford, Pa.

Are you getting the best Engravings for your purpose?
YES! Congratulations! NO?
See us!

Established 1889

GATCHEL & MANNING
PHOTO-ENGRAVERS
PHILADELPHIA
Opp. old Independence Hall

All of which got the Schoolmaster thinking about the limitless possibilities of intensive salesmanship.

* * *

Do mosquitoes annoy the members of the Winter Golf League of Advertising Interests on the links at Pinehurst? Offhand, the Schoolmaster would say not. But next summer, when these golfers are trying to hole out in one on Northern greens it is not unlikely that many a put will be marred by the unerring work of these insects on the back of said golfers' necks. And so it seems that the Liberty Bell Bird Club, fathered by the *Farm Journal* of Philadelphia, is making a proposal that will be looked upon with favor by advertising men.

Birds eat mosquitoes, also worms and burrowing insects which slow down golf greens, runs the Bird Club's argument. Make a bird sanctuary of every golf course and thereby reduce the number of mosquitoes, worms and burrowing insects. Reasonable, is it not?

* * *

"I have discovered a way to insure a one-hundred per cent attendance at all the sessions of our sales convention," said the sales manager of a big manufacturing concern to the Schoolmaster a few days ago. "The temptation to duck one or two of the sessions in order to call upon relatives or friends is always present and is often too strong to be resisted unless an artificial restraint is devised. While I cannot seriously blame them for wanting to take advantage of their visit to New York to see their friends, it is hardly fair to the company which is paying the bills to take the time of the convention to do it. So this year I notified the salesmen a month in advance of the date of the convention that they must make no appointments that would keep them away from the sessions even for an hour. In order to make sure that the order would be obeyed, I announced that a fine of \$5 would be inflicted upon those who were late or ab-

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sent. The scheme worked well in practice. Every salesman was in his place every moment during the three days the convention was held. We opened the sessions on time and closed on time, and kept the speakers to the schedule. In this way we were able to get through a mass of work without tiring the men. Every evening we provided entertainment for them, so they had a sufficient amount of relaxation. When they left for their homes they were the most enthusiastic bunch of fellows you ever saw. One of them told the president that, in his opinion, the convention was worth \$100,000 to the organization."

England's Newsprint Problem

"American newspaper publishers may glean a little comfort from the reflection that if white paper conditions are bad in the United States they are almost impossible on this side," writes a London correspondent of the New York *Journal of Commerce*. "Up to last November the newspapers were permitted to use 66 per cent of the quantity currently used by them in 1914. Publishers thought these conditions were pretty bad, but they were struggling along and doing the best they could when the government notified them their paper allowance would be cut down to five-sixths of 1916, which is equivalent to about 50 per cent of the 1914 quantity. Recently there has been strong talk of making a still further cut to a 40 per cent basis, as compared with 1914."

"Even if the government consents to preserving the present status, newspapers are faced with almost intolerable conditions. Government restrictions on paper and raw materials arising from the need of shipping tonnage for food and munitions are aggravated by a growing scarcity of labor and other factors that make for high prices."

"Leading paper dealers say the market price of paper for customers to-day is £26 per ton, but that as a matter of fact a new paper starting would be unable to obtain newsprint at any price. Newspaper managers say they are actually paying the equivalent of six cents a pound for current supplies, and that they expect the situation to get worse before it gets better."

PAUL BROWN
COMMERCIAL ARTIST

16th FLOOR
TIMES BUILDING
NEW YORK
TELEPHONE
BRYANT 7-037



Follow the lead of the World's greatest advertisers—

POPULARIZE YOUR TRADE MARK

Send illustration for quotations—

Our booklet, *Successful Advertising Ideas*—
FREE

The Old King Cole
Papier Mache Co.

Canton, O. We reproduce this familiar Trade Mark



Printing

Typography that will make your advertising attractive.

SERVICE that will help tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City

MODERN ■ ART ■

WELL-KNOWN POSTER
ARTIST SEEKS A
LIVE SALESMAN FOR
MODERN ART ADVER-
TISEMENTS. PHOTO,
BIOGRAPHY AND
REFERENCE RECEIVED
"MODERN ART," BOX
239, care Printers' Ink.

CARBONA

Cleaning Fluid

Removes *froze*
spots and stains
without injury to
fabric or color
154-254-504-7100 All Druggists



Classified Advertisements

HELP WANTED

A MAN OR WOMAN WHO CAN DO SOLICITING FOR ART SERVICE WILL GRASP AN EXCELLENT OPPORTUNITY BY WRITING TO BOX 761, CARE PRINTERS' INK.

Advertising Agency wishes services of accountant, credit man and office manager—a good opportunity with a strong concern. Write, giving full history, salary now earned, salary expected, etc. Box 762, care Printers' Ink.

WANTED—A woman copywriter, preferably one experienced in writing copy on household needs, one who can correctly anticipate the housewife's point of view on subjects pertaining to cooking and housekeeping. Box 740, care Printers' Ink.

An Advertising Agency, established twelve years, with excellent connections, located in Toronto, Can., would like to engage the services of a manager to take entire charge. Must have the ability to engage and handle men and have had experience in selling. When applying give full particulars, which will be strictly confidential. Box 746, care Printers' Ink.

ADVERTISING SOLICITOR

Young man with trade journal experience possessing enthusiasm, ambition and ability to sell advertising. Unusual opportunity for advancement with the SHOE AND LEATHER REPORTER and affiliated publications in New England territory. Send age, experience and references. Address F. K. Kretschmar, Gen. Mgr., 166 Essex St., Boston.

To Manage Publisher's Art Dept.

Young man wanted, with experience in all branches of illustration engraving, and some ability in simple decorative design and lettering. All illustrative copy for magazines and books goes through his dept. for marking, retouching, cut criticism and filing. Write full account of qualifications, experience, and salary expected to Box 744, care Printers' Ink.

COPYWRITER

High-grade copy man by manufacturer doing national advertising. A splendid opportunity for the man who can write original, forceful, result-bringing copy. Age or salary no factor if you can deliver the goods. To show us, send copy for general ad on "buying a home" or "helping the home town." Address National Advertiser, Box 748, care Printers' Ink.

COMMERCIAL ARTIST—For permanent position; one who can design, letter and handle figure work. Give full particulars and send samples of work. Onondaga Photo Engravers, Inc., Syracuse, N. Y.

Mail Order Manager

One who can direct sales efforts of large force of local agents. Must be able to prepare merchandise catalogues and to write convincing mail-order copy. Good opportunity for an earnest, conscientious worker and result-producer. Applicants must give experience in detail, stating age and salary desired. Box 750, care Printers' Ink.

WANTED!

Several young men for Sales Extension Work! Straight sales basis, not commission.

Because of the necessity for removal from present location, we feel that we ought to receive replies from single men only.

Applicants must be between the ages of 25 and 30 years, and must have had practical experience of such a nature that they are sure of their capacity for constructive thinking along Sales Development lines.

The concern in need of these men is located in the Middle West, is a manufacturer of a standard product, has branches in all parts of the United States and Canada, and is among the first ten great national advertisers.

In replying to this advertisement, please present your age, experience, education, and other facts which would indicate your fitness for work of this nature, in a way that should appeal.

Box 745, care Printers' Ink.

Sales Correspondent

Young man with executive ability who can handle large volume of correspondence and write good business-pulling sales letters—man with some advertising and sales experience preferred.

A position with a real opportunity awaits such a man. Please state age, experience and all details in your first letter.

Box 751, care Printers' Ink.

Wanted at Once

A-1 Salesman that Can Sell Signs, Big Commissions. Exclusive Territory. Year around proposition. *Write now to*
Crystal Adv. Co., Zanesville, O.

MISCELLANEOUS

PRINTERS' Also N. Y. City papers.
INK - "OLD" Schuerm-Mandel; 450-4th Av., N.Y.

N. Agencies We Pay BIG MONEY for Old Magazines. Schuerm-Mandel, N.Y.

N. Printers Cheapest Way to Canvas Adv. Agencies Use SCHUERM-MANDEL SERVICE

MAGAZINE Save Big Money. Use Schuerm-Mandel
PUBLISHERS Service to Deliver Agency Copies

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

R OMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

POSITIONS WANTED

I CAN DO ANYTHING in detail work, advertising department, 8 years' experience; expert file clerk; accurate typist; suggestive ideas, willing, etc. Box 753, care Printers' Ink.

PRINTING ECONOMIST — Practical printing manager; wide shop, supervisory experience; offers advisory, supervisory, standardization, buying service. Request demonstration. Box 756, P. I.

YOUNG MAN 24, capable, experienced stenographer; graduate advertising school; seeks start in advertising field; \$18.00. Energetic, Box 743, care Printers' Ink.

Advertising man in Missouri with better than usual talent, aggressive, original, productive, young, excellent education, seeks opening where brains, open mind, ambition get opportunity. Box 742, P. I.

SALES MANAGER — Now employed, desires to connect with live corporation. Automobiles, Motor Trucks, Tires, Accessories or kindred lines; am also a capable advertising man. \$3,000 to start. Write for complete details. Box 747, care Printers' Ink.

Advertising solicitor and copy man, qualified and experienced as executive, assistant or field work; publication or agency work preferred; no attention to "strictly commission" proposition; expectations moderate, considering quality of service offered. Box 759, P. I.

A HARD WRITING JOB

wanted by a man with five years study of retail problems, now editing a successful sales-producing house organ. Trained to interview and pick wheat from chaff. A knowledge of four languages and of electrical and medical terms widens the field of his utility. Six feet of perfect physical efficiency and an alert brain make him adaptable to any writing job in which clear thinking counts. Box 760, care Printers' Ink.

Advertising writer and real layout man wants position; fourteen years' New York advertising agency and technical magazine experience as service man. creating ideas, layouts, writing copy, campaign plans for unusually wide range of industries—many nationally known—direct mail, magazine and newspaper work. Box 755, Printers' Ink.

WHO WANTS THIS MAN?

A Salesmanager, organizer and executive. Has secured big results for the largest and best known concern of its kind, marketing a product sold throughout the world, with a reputation of having the best trained Sales Force. Will shortly be available. Box 757, care Printers' Ink.
MUST BE A BIG PROPOSITION

Position as Sales Manager or Assistant Wanted. Over twenty years' successful selling experience. Am now and have been for last four years assistant to the Sales Manager of the largest and best trained sales force of its kind in the world. My duties are to close large deals and instruct salesmen. Box 758, care Printers' Ink.

Copy Writer and Catalog Man

Energetic, capable man with technical college education wants work. Have 7½ years' advertising and publication experience. Writes plain, straight-forward copy; knows engraving, printing, layout, display. Do you want a hard-working, dependable man who will start at moderate salary where there is a real opportunity? Now employed. American, 31 years old, married. Address Box 741, care Printers' Ink.

My Services Are For Sale

For the past sixteen years I have been in the magazine and newspaper business as reporter, special writer, advertising solicitor, circulation manager and advertising manager.

Am now with one of the leading weeklies, where I have been for the past eight years, handling advertising in the East.

Am well acquainted with all the advertisers and advertising agents. My ability to produce business backed with the acquaintance, friendship and confidence of the big men of the East, is what I have to sell.

You will know the good work I have done as soon as I mention my publication.

I would like to make a change for a connection with a magazine, advertising agency, newspaper, or as sales manager, where an exceptional man is needed—where earning power is limited only by ability and the job is as big as the man can make it. Box 749, care Printers' Ink.

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No. 12 of a Series

Sensationalism
has had no part
in the
upbuilding of
the SCRIBNER
clientele

J Advertising at the rate of
\$225.00 a page if three or
more pages are used within
one year.

Many Advertisers

have changed their advertising and selling plans completely after consultation with *The Chicago Tribune's Merchandising Service Department* staff, after studying the data furnished, after analyzing the results of special investigations.

Some have postponed contemplated campaigns and greatly profited thereby.

Some have even given up the idea of advertising entirely, for the time being at least.

The important point is that in every case they have had *facts* on which to base their decisions, not theory, platitudes or guesswork.

If you wish to base *your* advertising and selling plans on *facts*, the services of *The Chicago Tribune's Merchandising Service Department* are at your command. Write for details, on your letterhead.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Circulation over {
600,000 Sunday
500,000 Daily
350,000
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco